

CHEMIST & DRUGGIST

the newsworthy for pharmacy

a Benn publication

March 5 1983

New pharmacy
proprietors'
association to
fight proposed
cap in BPA

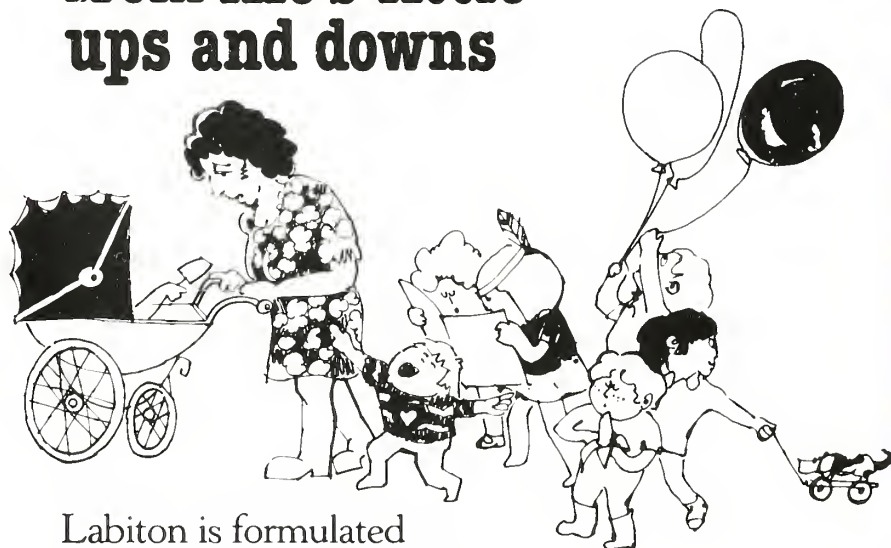
Dependents'
HS share
up 70 pc

Industry 'can
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Further information is available on request. Wellcome Consumer Division, The Wellcome Foundation Ltd., Crewe, Ches.

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Editor/Publisher:
Ronald Salmon MPS
Assistant Editor:
John Skelton BPharm, MPS
Contributing Editor:
Adrienne de Mont
BPharm, MPS
Beauty Editor:
Liz Platts BA
Editorial Assistants:
Patrick Grice BPharm, MPS
Paul Slade BA

Price List Controller:
Colin Simpson

Director: James Lear

Advertisement Manager:
Peter Nicholls JP
Assistant Advertisement
Manager:
Doug Mytton
Production: Shirley Wilson

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Regional advertisement offices
Midlands, 240-244 Stratford Road, Shirley,
Solkhull, W. Midlands B90 3 AE
021-744 4427
East Anglia: 71 Welsford Road, Eaton Rise,
Norwich NR4 6QD
0603 54284
Scottish: 18 High Street, Paisley
041-887 0428
North East and North West, Techno House,
388-394 Low Lane, Horsforth,
Leeds LS18 4DJ 0532 583329
West Country & South Wales:
10 Badminton Road, Bownend, Bristol
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COMMENT

Back to basics

It is difficult not to feel some sympathy with the owners of pharmacies opened since July 1, 1980, who do not receive Basic Practice Allowance and now have formed themselves into an association to fight the proposed increase in BPA (p388). They entered into their NHS contracts in full knowledge that they would not get the BPA of £2,000. They accepted that the allowance would be increased over the years (as it was last year to £2,400), but they did not anticipate that it might be doubled — as recommended in the Pharmaceutical Services Negotiating Committee proposals to be put before LPC representatives on April 10 (C&D last week, p347).

But have they the right to complain? First it must be remembered that all of these pharmacies must, by definition, be less than one kilometre from an established pharmacy, and that in many cases they are what has come to be known throughout the pharmaceutical profession as "leapfroggers". It is a derogatory term, and is understandable as such when used by proprietors of the existing businesses who stand to lose both livelihood and investment when another pharmacy opens between them and the local doctors' surgeries. (By a curious coincidence, this usually happens to be the geographical position of such businesses.)

To argue that the new pharmacy must be providing a service simply because it mops up the prescriptions passing its door before they can reach the more distant premises is fatuous. Although there will always be loyal customers who take the extra few steps, sufficient damage can be done to render the older establishment less viable at the very least — and less saleable. On the other hand, there are pharmacies of long standing where both the professional and counter staff have become complacent about their privileged position, and do not push themselves to maximise the service they give to their

local community. In such cases an element of free enterprise competition can be no bad thing from the consumer's point of view.

But Basic Practice Allowance was not introduced to protect incumbents from the normal pressures of commercial competition. Being paid regardless of prescription volume, it for the first time "recognises the primary health care advice given by the pharmacist and recompenses him for being available to provide a service throughout contract hours". This, of course, is a factor common to the new pharmacy as well as the old, and makes the new pharmacy equally deserving of the allowance.

However, there was a second anticipated effect of converting part of the chemist's NHS remuneration from a volume to a service basis. The new allowance would obviously hinder leapfrogging — not from a protective point of view, but from the point of view of encouraging an increase in the distribution of pharmacies into estates and outer shopping areas from which they have been disappearing over the years. Every time a new "dispensing factory" opens up near to a large medical practice, such pharmacies — sometimes several — are put in jeopardy. For the future of the profession, and the health and safety of the public, that cannot be allowed to continue.

BPA may be a blunt instrument with which to encourage a wider spread of the pharmaceutical service, but legislation would be no more sharp. At least BPA offers pharmacists a choice about where and whether to open.

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New association to fight BPA proposal

Some owners of new pharmacies not entitled to Basic Practice Allowance are banding together to fight the proposed doubling of the allowance to a maximum of £4,800 (*C&D* last week, p348).

About 40 contractors, believed to be mainly single-handed proprietors, held a hastily-called meeting at Dagenham, Essex, on Sunday to discuss their position. Initial contacts were made between a number of non-BPA pharmacists already known to each other and the circle was then extended by word of mouth. By Monday, a further 20 had indicated support by letter or telephone.

Draft objectives

Sunday's meeting set up the "Association of New Pharmacies" and agreed the following draft four objectives:

- ☐ To fight attempts to increase BPA at the expense of on-cost.
- ☐ To advocate that the full BPA be paid to all existing pharmacies.
- ☐ To lodge a claim for the total BPA not paid to date.
- ☐ To help individual contractors to overcome difficulties due to victimisation by LPCs, which consist mainly of personnel drawn from pharmacies established before June 15, 1980.

There is also the possibility that the Association could seek to challenge the validity of BPA being withheld from one group of contractors — both in respect of the Restrictive Practices Act and the controls exercised by the Office of Fair Trading. Legal advice may be sought, and those present on Sunday pledged financial support for such a move.

The meeting also elected the following acting officers: Chairman Indrajit Patel, 175 Upper Tooting Road, London SW17; recruitment officer Maurice Waldman, 453 Beckontree Avenue, Dagenham, Essex (01-590 4811); secretary Mr H.R. Patel, 20 Whitebarn Lane, Dagenham, Essex (01-595 8978). It is proposed to hold a further meeting in London before the conference of LPC representatives on April 10, which is to consider the enhanced BPA proposal. Election of permanent officers is being left until new members have a chance to join following further publicity.

Mr H. Patel, acting secretary, opened his new estate pharmacy in Dagenham, in 1981 within 100 yards or so of an existing business. But he defends his position, and that of others like him, by talking about improved service to the public —

including sometimes lower prices as a result of the increased competition.

Such contractors, he points out, set up knowing they would not get BPA, but believing its value would remain constant (except for inflationary increases) and thus become less of a problem for the business as turnover picked up. Now they stood to lose a further £2,400. "It is not the contract they entered into," Mr Patel claims. He also points to the irony of the fact that some pharmacies have been established with the help of the Government's loan guarantee scheme — and now another Government department may be asked to help put them out of business. "I see it posing a problem for the two Secretaries of State concerned."

Mr Patel recognises that BPA has been designed to assist rational location of pharmacies but believes it tackles the problem the wrong way. He agrees that those who have invested money in existing businesses should be protected, but says that any system must allow some free enterprise. "People want alternative services and choice, and a business will only make a profit if it is providing a necessary service. Many of the new pharmacies have been started in an economic depression, so their survival shows they must be providing a service that is required by the public."

Mr Patel expects that he will neither benefit nor lose much personally, whichever way the BPA decision goes — he is shortly to open a new pharmacy which will qualify for BPA. It is associated with a new Tesco hypermarket being built in the area.

A spokesman for the Pharmaceutical Services Negotiating Committee said that the ANP's formation would be brought to the committee's attention this week.

Syringe delays being resolved

There have been some delays in producing the new U100 insulin syringes. But the British Diabetic Association says that all diabetic clinics should have had some, if not all, their supplies ready for the changeover last Tuesday.

One doctor is quoted in last week's *Pulse* as believing that, at best, only 65 per cent of diabetics will be identified during the changeover period, which the BDA feels is "a bit low".

Pharmacist owners only call at BRM

A resolution seeking an end to non-pharmacist ownership of pharmacies is to be put to the Pharmaceutical Society's branch representatives' meeting on May 19.

Cardiff and South Glamorgan Branch are to propose that the Society instigates a policy whereby ownership of pharmacies is limited to a pharmacist, pharmacists in partnership with other pharmacists, or companies whose directors are all pharmacists.

South West Metropolitan Branch believes that attempts to solve the problem of the profession's image by throwing money into public relations are counter-productive. Representatives will suggest to the meeting that the money would be better spent on securing a regular pharmacist character on "The Archers".

The British Pharmaceutical Students Association is to campaign for better salaries for pre-registration graduates in community pharmacy. It will propose that, before approving private pharmacies for pre-registration training, the Society should ensure that a minimum salary is offered to the graduate.

East Metropolitan Branch is once again to urge Council to press for withholding of free movement of pharmacists throughout the EEC until "a substantial form of distribution" is introduced in the UK.

Other motions to be discussed include:

- ☐ Compulsory membership of the Society should be discontinued as pharmacists get little of value from it.
- ☐ Expenditure of up to £12,000 on a logo design is to be deplored.
- ☐ Postgraduate vocational training schemes should be completed on registration, before a pharmacist can be in sole charge of a pharmaceutical unit.
- ☐ It should be made a statutory requirement that the dose and frequency be inserted by the prescriber on all prescriptions issued.
- ☐ Council should examine ways of improving the inspector's power to deal with substandard pharmacies.
- ☐ Council should form a parliamentary committee together with the NPA, PSNC and Guild of Hospital Pharmacists.
- ☐ A vote of censure should be made on Council for its "complacent attitude" to the Clothier Committee recommendations.
- ☐ Council should re-introduce the previous system of voting, the Society's members having demonstrated their lack of interest in the single transferable vote.

Independents' NHS share tops 70pc

The NHS share of the independent pharmacist's turnover has topped 70 per cent for the first time. In the November / December period last year it reached 70.6 per cent compared with 66.5 per cent for the same period in 1981.

The A.C. Nielsen research organisation has just published figures which confirm the steady increase in the dependence of the independent on NHS dispensing cash in recent years: in 1979 NHS share for the independent was 63.5 per cent rising to 64.9 per cent in 1980, 67.7 pc in 1981 and 69.1 pc in 1982.

Independent pharmacies have also increased their share of cash sales and prescriptions dispensed (worth £306m) to 87.1 per cent for November / December 1982 (85.7 per cent last year) at the expense of the multiples and Co-operative pharmacies (excluding Boots the Chemists).

Nielsen say that independents dispense on average 2,875 scripts a month (mults/Co-ops 2,126) and that sales are up 5 per cent to £1,092 ('81 £1,038). Multiples and Co-ops are up 5 per cent to £1,679 per week (£1,598) with drug stores increasing their sales 7 per cent to £2,005 (£1,868). However, the average weekly cash sales of all non-Boots pharmacies is £1,172, compared with the drug stores' £2,005, with the gap increasing.

Pharmacies v Drug Stores — Cash Sales Only (£000s)

	Nov/Dec '81	Sept/Oct '82	Nov/Dec '82
Total	116,432	121,483	122,968
Pharmacies	92,516 (79.5%)	97,534 (80.3%)	97,293 (79.1%)
Drug Stores	23,916 (20.5%)	23,949 (19.7%)	25,675 (20.9%)

A.C. Nielsen Ltd, Nielsen House, Headington, Oxford OX3 9SQ.

Merchant's List decision delayed

The Agriculture Minister's decision on the future of the Merchant's List has been unexpectedly delayed, but should be available by March 10 when the Pharmaceutical Society's Agriculture and Veterinary Pharmacy Committee is meeting to discuss the matter.

However a policy decision on the Ministry of Agriculture proposals will not be known until the end of the month, after the Society's Council has met to ratify any recommendations.

The Veterinary Products Committee of the MAFF recommended the List should continue for a transitional period of five years, after which a pharmacist would have to control sales. The move was opposed by the British Distributors of Animal Medicines.



"Two packets of fibre-diet, please, and a bottle of Collis Browne's."

Generic 'assurances' wanted by GMSC

The General Medical Services Committee has asked the DHSS for assurances on the contents, standards and quality of generic drugs before it will endorse the Greenfield Committee's recommendation on substitution and it wants GPs to retain the right to prescribe proprietary preparations. The other Greenfield recommendations are said to be "largely acceptable".

Generic drugs must produce reliable

results for patients, the GMSC said at its meeting this month. The DHSS must give assurances on the true equivalence and safety of alternative drugs before generic substitution can be considered.

'Not satisfied'

The GMSC is not satisfied that the present system of licence control ensures consistent quality, particularly of imported drugs.

The Pharmaceutical Services Negotiating Committee is to consider the Greenfield report further at next month's meeting. The Secretary for Social Services has asked for comments on the report by April 15.

SDP says ABPI and DHSS in 'shabby deal'

Health Minister Norman Fowler has agreed to ditch generic prescribing provided drug costs are kept down, claimed SDP health spokesman Mike Thomas last week.

The minutes of the half-yearly general meeting of the Association of the British Pharmaceutical Industry, provided for him by Geoffrey Finsberg, junior health minister, clearly imply this, he says.

"It appears that Mr Fowler has already fixed up a shabby deal with the pharmaceutical industry, in which he has agreed not to implement generic substitution provided ministers are 'able to show that costs of medicines were being maintained'."

Marked confidential, the minutes from last October's meeting show the Association met with the Minister some three months before the Greenfield Report on generic prescribing was published. Mr Peter Cunliffe, Association president, in his opening address, said the industry was in a healthy state, but there were indications of "rough weather" ahead. Publicity about parallel imports might give the industry a "difficult time" over the next few months, he correctly predicted.

The minutes continue: "It was hoped that substitution would not be permitted but Ministers wanted to be able to show

that costs of medicines were being constrained."

The ABPI says Mr Thomas's suggestion is totally untrue. "The attempt by Mr Thomas to construe the minutes of the half year meeting as evidence of a shabby deal is a dishonest and blatant attempt to further his political aims," it says, and goes on to point out that representations to Government by groups whose interests are likely to be affected by government policy is part of the normal democratic process.

□ The Department of Health has since admitted the minutes were attached to Mr Finsberg's letter to Mr Thomas "in error".

■ Minister for Health Kenneth Clarke has told the Commons that the auditor general's inquiry into discounts available to dispensing chemists has begun, and that results are expected in the Spring.

■ The Family Planning Association is to launch a campaign to promote the post-coital method of contraception in the next few months. PSNC has given advice on dispensing such scripts in its February Newsletter.

■ Six new sweeteners would be permitted for use in foods under proposals for new Food and Drugs Act Regulations just issued.

The new sweeteners are acesulfame potassium, aspartame, hydrogenated glucose syrup, isomalt, thaumatin, and xylitol. Saccharin and other additives with sweetening properties currently permitted will continue as before.

PPA phase in pricing computer

The Prescription Pricing Authority hopes to begin live operation with its computer on April 10, 1983, according to the Secretary Mr E.E. Stabler, starting with division 4, Bridge House, Newcastle-upon-Tyne.

Mr Stabler told *C&D* that computerisation will take place at the rate of one division every four months thereafter, with division 6, Durham, starting in August 1983. Mr Stabler said that despite delays caused by industrial action the Authority hopes for completion by early 1986. The main-frame development, pricing and information computer at division 4 was supplied by Honeywell Information Services Ltd and data entry equipment by Rediffusion Computers Ltd.

For the year 1981-82 the Authority

reports that 303,936,457 prescriptions were dispensed by chemists in England, a drop of 4 million from 1978-79. During the period prescription charges were increased three times. The average cost per prescription increased from 221.37p to 349.86p (58 per cent) for the same period.

Comparing 1978-79 and 1981-82 again, the number of prescriptions dispensed by doctors rose 5 per cent from 18,008,177 to 18,907,835 (see also last week, p350).

The Authority says that Departmental policy of encouraging doctors to request analyses of their prescribing has been maintained. During 1981-82, 680 such reports were authorised.

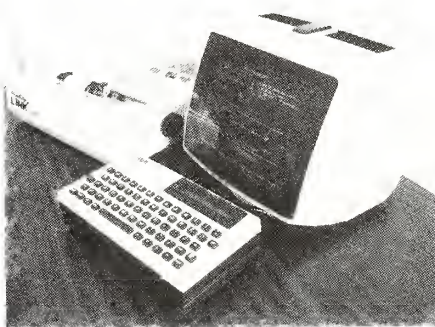
The Authority provides copies of prescriptions to the drug surveillance unit at Southampton University for prescription event monitoring of selected new drugs. For the 12 months to March 1983, 390,000 prescriptions covering nine drugs were referred to the unit and the exercise is continuing for 1982-83.

structure, and the benefit of the strong Vestric presence in hospital pharmacy. "They've got the name and we've got the system," says Derek Bishop of OCS. Vestric claim to be the largest hospital supplier of pharmaceuticals in the UK.

The OCS Aposyst system is based on ICL DRS20 hardware. The advantage to Vestric of the deal will be to get equipment compatible with their ICL mainframe computer installed in hospitals.

The first pilot Aposyst is due to come on line at the Royal Free Hospital, London, at the end of March, and a £32,000 order has been received from the South Glamorgan Health Authority.

The Epsilon system is described by Mike Dunk as "a computer starter kit" for hospitals that want to experiment with their own software. It can be used for order entry to Vestric branches, and with memory expansion unit and microcassette drive will cost around £550.



The Link 2 system, with the memory expansion box underneath the Link 1 keypad, the Italian-made display screen, available with green or amber display and the Epson printer in Pharmed livery

additional store and a selection of standard business software and a library of standard business software selected by Pharmed. A date for its introduction has not yet been given.

Commons motion on emergency duty pay

Six Labour MPs have tabled an early day motion in the Commons (*C&D* February 5) calling on the Government to make available funds to give hospital pharmacists emergency duty payments "commensurate with pharmacists' professional responsibility".

The full motion reads: "That this House, noting that NHS hospital pharmacists are still being expected to provide emergency cover without being paid for it, and that they are the only NHS profession in this position, deplores the Government's offer of additional funds which would provide a payment of £1.50 for up to 16 hours on call; and demands that the Government allocate sufficient funds to the Pharmaceutical Whitley Council so as to allow them to negotiate emergency duty payments which are commensurate with pharmacists' professional responsibility and are no lower than those paid to other NHS professions."

The motion's signatories include MPs John Tilley, Doug Hoyle and Labour Health Service spokesman Terry Davis.

☐ Guild of Hospital Pharmacists members are being asked to sign a petition asking for more money to be allocated for emergency duty payments.

Two more systems in labeller market

Two more computer label systems have been announced this week, one from Orridge Computer Systems and the other from Thames Computing.

The OCS system, to be launched later in March, is based on a Grundy New Brain with a Microline printer. Using EPROM (an erasable programmed memory) rather than cassette program loading, the unit will cost just under £900 (ex VAT).

Some 800 drugs will be stored in the memory, and the program, written in basic, is based on the Aposyst prescription manager program suite.

The Thames Computing system uses a modified Epson HX20, an integrated unit with a four line display, printer and cassette drive built in one unit.

Up to 400 drugs can be kept on file — this can be increased to 1,000 with an expansion unit. The basic price is £495. The expanded model, which allows for drug usage and prescription records, costs £650. A two-colour miniprinter is available for an extra £200. Six units are presently being used, and there is a possibility that the equipment may be used for order entry once a program is written. *Thames Computing, PO Box 346, Windsor, Berks and Orridge Computer Systems, 117 High Street, Epping, Essex.*

Benefits for both in Pharmed/OCS deal

Vestric's newly formed subsidiary, Pharmed Ltd, and Orridge Computer Systems are joining forces to market the latter's Aposyst hospital computer system. Pharmed are also introducing a standard piece of hardware — the Epson HX20 — developed specifically (under the name "Epsilon") for hospital pharmacies.

Pharmed has been set up by Vestric (see *C&D* last week p374) to market Link level 2 and to investigate other computer development in the pharmaceutical supply industry, and to look at "further applications in market areas beyond". However Pharmed will not initially seek business outside pharmacy.

The link up with Pharmed will give OCS the use of a nationwide infra-

Link days at Vestric branches

Pharmacists wanting to see Link level 2 in operation will be able to do so at their local Vestric branch. Each branch will be setting aside days when customers can come and use the system, and will be notifying them accordingly.

Vestric aim to receive 80 per cent of their business through electronic order entry. So far the company has invested around £1m on the Link concept, including "massive expenditure on unique software."

Link 2 adds a memory expansion box with 9 × 8K ROM and 2 × 2K CMOS to the existing 32K RAM and 29K ROM available in Link 1.

With the addition of a disc drive the system becomes an independent unit. Level 3 of the system will consist of

■ The limit on amounts awarded in compensation for unfair dismissal in Northern Ireland has been increased from £7,000 to £7,500. This follows similar legislation covering England and Wales (*C&D*, February 12, p274). *Unfair Dismissal (increase of compensation limit) (No 2) Order (Northern Ireland) 1982*. HMSO £0.35.

■ The Trade Marks (Amendment) Rules 1983 (SI 1983 No. 181, HMSO £1.65) increase the fees payable under the Trade Marks Rules 1938 by an average of 13 per cent. The new fees are payable on or after May 9, except for renewal fees paid in advance for the period beginning on or after May 9, which are increased from March 14.

■ Fees payable under the Patents Act 1977 are to increase by an average of 11.3 per cent. The new fees are payable on or after May 9 except in the case of certain renewal fees paid in advance. Fees payable for the renewal of a patent for any year beginning on or after May 9 will increase on March 14. The charges are listed under The Patents (Amendment) Rules 1983 (SI 1983 No. 180, HMSO £1.25).

PEOPLE

Michael Fallon, the Conservative candidate in this month's by-election at Darlington, previously worked for CSM Parliamentary Consultants Ltd, advisers on parliamentary matters to the Pharmaceutical Services Negotiating Committee. Mr Fallon left CSM in October 1981 after a two-year period as executive director to work as a self-employed business consultant. He was personally responsible for the PSNC consultancy and now acts as part-time adviser to Members of the European Parliament. Mr Fallon lives in Rye, E. Sussex.

Deaths

White: On February 22, Mr Gilbert White, FPS, of Galen House, Burnham Market, Norfolk. Mr White was designated a Fellow of the Society in 1975 for distinction in the profession of pharmacy. He was a member of the then Norfolk Pharmaceutical Committee from 1948 and was appointed chairman in 1965, a position he held until shortly before his retirement.

Mr White succeeded to the ownership of the Burnham Market Pharmacy on the death of his father in 1933 (see *C&D*, February 26, p350). The White family owned pharmacies in Norfolk for a continuous period of over 100 years, the one at Burnham Market and one at Litcham where Mr White's grandfather, Gilbert, practised from 1870. The eldest daughter of Gilbert White, Rosemary

TOPICAL REFLECTIONS

By Xrayser

Good relations

I was in the office, quietly trying to sort out some stock with a customer who wanted it for charity. This is a love hate job if ever there was one, what with wrestling against the urge to get rid of the real grot, and my conscience trying to bring out my better self. At this point I became aware that all was not well in the shop, so I stepped out, full of authority.

A neat little old lady, very well dressed (nicely made-up too, I noticed), stood before me waving a tube of Mentholatum balm, which she handed to me, and in that voice, common to many deaf people (like Jack Ashley, MP) demanded her money back. "I sent a note. You sent me this. It's for my nose. I put it in and my nose bled. It (the product) is no good. Give me my money back or something else instead. I'm a pensioner."

The whole transaction was news to me, so I attempted to ask for more information. The old girl looked me straight in the eye and said she couldn't hear me, so I increased the volume, speaking in words of one syllable. Then I looked at the tube. The carton was original, but she had printed the date right across the face. The tube had been opened, squeezed and recapped. "It's no good" she repeated. At that moment the phone rang in the office so I slid away to answer it. The call received, my dispensing assistant whispered quietly: "She isn't deaf you know, but her husband is."

I went back and, speaking quietly, said I couldn't change it, we didn't sell on sale or return, unless the product was re-saleable, and then only as a matter of courtesy. She went red with anger and went off to get her husband, who returned with her a moment later, making appropriate grimaces. Then she said I had offered to exchange it! At this point I lost my urbanity and in words simple said I would not. She left shouting imprecations, swearing never to come here again.

Since I had never actually seen her before I was not too distressed. I dusted myself down, then as an afterthought asked young Tottie if she has seen the note . . . and when had it been presented? "Oh" she answered, "It was yesterday on your day off. The man brought in a note for Vick rub, but as it hadn't come in I gave them Mentholatum rub . . ." Now where exactly does that leave me? All I

Hall, is maintaining the family tradition of pharmacy and is in business with her husband William in Kings Lynn.

A thanksgiving service will be held in St Mary's Church, Burnham Market, on

know is that I had come up against a real tough old bird who was used to winning hands down every time. Forgive me Lord, but I rose to the challenge. But did I win?

BPA

Judging from the time I seem to be spending in the shop covering more and more serious questions about how treatments given on prescriptions should work, there is a real awakening of concern by patients. I am also pleased to observe a realisation that as responsible people we pharmacists are able and willing to help people take a more realistic view of the nature of illness and its treatment.

I think therefore that the time is right for us to accept the proposition that we increase the Basic Practice Allowance, balanced by a reduction in the on-cost. It may be that because my prescription volume is not great I have more time to spend with patients, but I cannot fail to notice how much my willingness to listen, and to offer a wider specialist service, has altered my relations with most of my customers.

Soon too I think we are going to have to institute an early advice card, to be forwarded in confidence to GPs drawing attention to reported side effects which patients seem unable to give personally, through shyness (not wanting to presume on the doctor's prerogatives) or through too little time in his presence. It might be resented at first, but when the value of such reports is grasped, could become a most valued bond between prescriber and the pharmacist.

Clothier again

It is interesting to see how the parliamentary handling of Clothier is being put under such various pressures. I assumed it was the Rural Pharmacists Association which had approached Mr Clement Freud to put down his early day motion (as, I see, did the LPC for Dorset, as the letter from their PR officer last week made clear), but no! RPA chairman Mr Madge tells us the motion was initiated after a meeting between Mr Freud and some private contractors. The only comfort I can see in the whole affair comes from my MP, who told me privately that these early days motions don't carry much weight, being put down daily on a wide variety of subjects.

Sunday, March 13, at 2.30pm. Donations for cancer research in memory of Mr White may be sent c/o S.T. Sutton, Funeral Director, Freeman Street, Wells-next-the-sea, Norfolk.

COUNTERPOINTS

Kimberley-Clark make a Promise exclusively to chemists

In a launch exclusively to the chemist trade, Kimberly-Clark is introducing Promise, a full-size press-on towel to compete in the economy sector the market.

Only available in the UK, Promise comes in two absorbencies regular (10 towels, £0.32) and super (£0.38), and is designed to complement Kotex Simplicity, which Kimberly-Clark say is brand leader with a 22 per cent share of the press-on towel sector.

Economy towels, they point out, have become one of the major growth areas in chemists accounting for 24 per cent of the total market.

Promise will be available through all independent chemists from the beginning of March. There will be no promotional activity because Kimberly-Clark say it will sell on its very strong price giving the trade "significant additional business".

Trio of promotions

The company is also launching three on-pack promotions. Kotex Simplicity and Sylphs will be available in packs of 12 towels for the price of 10, while Dayfresh will be available with 60 per cent extra product for the standard price.

Free gold earrings from Fabergé

With 60 per cent of Turbo aftershave and cologne purchases made by women, Fabergé are offering a free pair of nine carat gold earrings worth approximately £10 with either the 125ml cologne (£3.95) or a 125ml aftershave (£3.25). The women can either send for the earrings themselves or the male customer can send them to the



The decision to promote the three products follows the success of the Simplicity 12 for 10 offer of last Autumn which resulted in a 15 per cent increase in sales.

"Having proved so successful for Simplicity we are confident that the 12 for 10 offer will be just as effective for Sylphs," says director of sales Don MacKenzie. The Dayfresh offer of 60 per cent will help create further awareness and off-take in the growing secondary protection market, he continues. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

lady in his life. Advertising will appear in the *Sun* from the beginning of May and a radio campaign will run in London, Midlands, Manchester, North West, Yorkshire, Tyne Tees and Scotland. *Fabergé Inc, Ridgeway, Iver, Bucks*

On your bike!

An on-pack competition is currently running on Cossack hairspray. Consumers have to guess how far a

Yamaha RD 350LC motor bike will travel on one gallon of four star petrol and the winner will be presented with the machine. A previous competition, again offering a motor bike as a prize, attracted a record number of entries, says the company. *Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.*

Almay additions

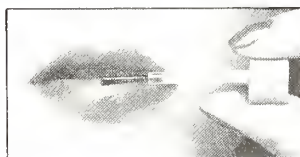
Almay are introducing a new lip gloss (£1.99) in two shades — polished cherry to slightly deepen lip stick or normal lip colour, and natural gloss to just add shine.

A complete range of face and eye make-up brushes are also being introduced to complement the colour cosmetics range. They include a face powder brush (£2.75), blusher brush (£2.45), eyebrow / mascara brush (£1.75), eyeshadow brush (£1.75) and a lip brush (£1.65). All the brushes have glossy black handles decorated with the gold Almay logo and will be available from selected outlets from mid-March. *Almay, 225 Bath Road, Slough SL1 4AU.*

Health & Diet to control own sales

The sales agreement between Health & Diet Co Ltd and Chefaro Proprietaries will cease on March 5. After that Health & Diet Food Co Ltd will assume from Chefaro Proprietaries Ltd the responsibility for all orders, queries, or other matters relating to Health & Diet products. *Health & Diet Food Co Ltd, Seymour House, 79-81 High Street, Godalming, Surrey.*

LET YOUR CUSTOMERS IN ON THE LIPCOTE SECRET.



Lipcote is a unique product that seals and fixes lipstick, to prevent fading and smudging.

We've designed new packaging and display outers, and it's being backed by an extensive advertising campaign, with over 25 insertions in all the leading women's magazines — namely *Vogue*, *Woman*, *Woman & Home*, *Woman's Journal* and *Good Housekeeping*. Lipcote is available from: Dendron Ltd., 94, Rickmansworth Road, Watford, Herts. WD1 7JL. Tel (0923) 29251





Trim away the inches with Vichy's slenderising cream

Vichy are introducing the first body product into their range. It is a slenderising cream (125ml, £7.90), "specially formulated to deal with the problem of excess inches resulting from modifications in subcutaneous tissue in certain areas of the body." It does not work on normal fat.

The skin in these problem areas, usually the hips and thighs of women, may also have an irregular, "orange peel" appearance. The changes are said to result from plasma seepage through capillary walls in subcutaneous tissues, separating the adipose cells which then regroup into nodules surrounded by collagen fibre bundles (last week, p369).

The cream contains plant extracts which are believed to act in three ways — they stimulate blood circulation and eliminate the build-up of metabolic waste products; they reduce capillary permeability and thus the retention of plasma which is partly responsible for the extra inches; and, by lipolysis of the accumulating triglycerides in adipose tissue, they "prevent the engorgement of adipose cells." An organic silicon derivative is included to soften the collagen fibre bundles. The cream is applied twice daily.

Medically supervised trials produced reduction of hip measurements in 32 out of 47 subjects after two weeks and in 31 out of 45 subjects after four weeks.

Similar reductions were obtained in thigh measurements.

For some years Vichy have marketed a slenderising cream in France called Effiligne, which is used with vigorous massage. Slenderising cream is a brand new product in the UK and Europe, said to have a different, "far superior" formula for which no massage is needed. The company is prepared to consider refunds to consumers not obtaining reduced measurements in the "specific problem areas" after correct use of the cream. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon.*

Surprise gift in Vichy travel kit

A handy Les Matinales travel kit is being introduced by Vichy containing a 15ml bottle of Tonic of the Morning, a 5ml tube of Cream of the Morning Light and, to add an element of surprise, the kit will also contain one other unspecified trial size product. Presented in a floral print drawstring bag the kit (£1.90) will be available from April.

For a limited period Equalia and tinted Equalia will be available from April at a special price of £3.25 — a saving of £0.65 on the normal 30ml size. *Vichy (UK) Ltd, Ashville Trading Estate, Abingdon, Oxon.*

Northern tests for twin salesforce

Vichy and Pharmagen are conducting a test in Northern England in which the Pharmagen transfer order salesforce will call on chemists who do not have direct accounts with Vichy giving them an improved service and regular calls. Pharmagen will also be responsible for selling to chemist wholesalers stocking Vichy products in the test area.

The test commences this month and could later be extended to cover the whole of England and Wales. It would not apply to Northern Ireland and Scotland where Vichy are already represented by agents.

Coverage to direct customers has also been improved. An additional area (South London/Central London) has been created and Mr Ray Blows has been appointed field sales manager.

The counties involved in the test are Cumbria, Durham, Cleveland, Lancashire, Greater Manchester, Merseyside, Cheshire, North Yorkshire, Northumberland, Clywd, Gwynedd and Tyne & Wear.

Commencing April, all future advertising will carry the Vichy promise and a further statement that products "are available only through chemists, who are well qualified to provide advice and guidance on skin care." Advertising for Les Nutritives will appear in the April and May editions of *Good Housekeeping*, *Vogue*, *Cosmopolitan*, *Woman & Home* and *Woman's Own*.

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		

Anadin:	All areas
Cidal soap:	Bt
Clearasil cleansing lotion:	All except U,B,E,C1,G,We
Complan:	All except A,B,E,C1
Cyclax Moistura:	All areas
Hermesetas:	Ln,Lc,Sc,So,A
Infasoft:	Lc
Joba natural hair care:	M
Maws Wipers:	Ln,M,Lc,Y,Sc,WW,So,NE,U
Metamucil:	M,Y,NE
Oil of Ulay:	Y,NE,A,WW,Sc,G,We,B,M
Oral B:	Ln,M
Paddi Cosifits:	All areas
Pampers disposable nappies:	All areas
Peaudouce disposable nappies:	All areas
Sanatogen multivitamins:	All areas
Thick Parazone:	All areas
Yardley Pure Silk:	All areas



Houbigant: internal reorganisation heralds fragrance launch

With the launch of Raffinée Houbigant have returned to their origins in Paris where they were founded in 1775. Raffinée is only the second fragrance to have been totally developed in France by Houbigant since the war.

Three separate divisions have now been established to clarify the images of the various Houbigant fragrances. The Alyssa Ashley division now covers the marketing of the single note fragrances — Musk, Ambergris, Patchouli, Tea Rose, and Les Fleurs; Houbigant Paris now markets Ciao and this latest edition. Raffinée, while Houbigant International encompasses Quelques Fleurs, Chantilly, Essence Rare, Monsieur Houbigant and Monsieur Houbigant Musk.

The launch of Ciao into limited distribution in Winter 1981 followed by Les Fleurs last Summer was the first marketing activity for some while by the company and was the start of a concerted effort to re-establish an upmarket image.

Raffinée is the second fragrance out of the Houbigant Paris stable and the company says further introductions are on the cards.

Success in USA

Launched in the States in September, Raffinée, Houbigant say, has been a resounding success and they are looking to repeat this in the UK. The fragrance which combines the two classic themes, floral and oriental, will also shortly be launched in France.

Made up of over 200 ingredients including jasmine, rose and hyacinth,

together with Florentine orris and mimosa the name Raffinée is a derivation of the French word meaning "the ultimate in sophistication."

Packaging is red burnished with gold and prices start from £6 for a 15ml eau de parfum vaporisateur rising to £60 for the 30ml parfum.

Advertising breaks in April in *Vogue* and runs through to July in *Woman's Journal*, *Harpers & Queen* and the *Woman's Journal Beauty Book*.

Counter display cards will be available and Houbigant will be offering, as long as stocks last, a quarter ounce glass flacon of Raffinée (worth £26) for only £6 with any purchase in the collection. Although in limited distribution at the outset, Houbigant will be looking to extend this at a later date. *Houbigant Ltd, Balcombe Road, Horley, Surrey.*



The display stand epitomises this image and style of Houbigant

Le Jardin backed with £3¼m spend

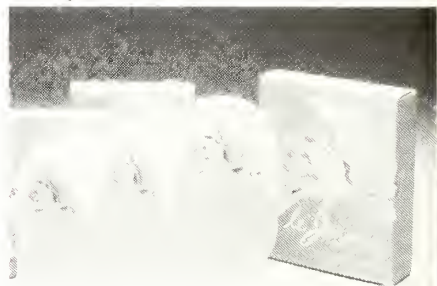
Max Factor are supporting their latest fragrance, le Jardin, with a £750,000 television advertising spend and a heavy sampling campaign throughout the year.

Targetted to the 18-49 age group, and especially those who spend on items with designer appeal, le Jardin de Max Factor will continue the company policy of character endorsement using British actress Jane Seymour. The company is currently using Jaclyn Smith and Fiona Fullerton to promote Epris and Colorfast.

Embossed motif

Packaging for the perfume box is white with an embossed floral motif and the le Jardin de Max Factor logo in blue graphics. The eau de toilette and bath powder cartons mirror the embossed theme against a French blue background. Slim oval frosted fragrance bottles come with frosted caps bearing the floral design.

Prices start at £3.65 for a 17ml eau de toilette spray rising to £20 for a ¼ oz perfume. A 12ml eau de toilette spray retailing at £2.75 is available as an introductory item. Merchandisers tailored to the independent chemist's requirements have also been introduced by the company. *Max Factor Ltd, 75 Davies Street, London W1.*



Yardley additions

Yardley have reformulated ESP lipsticks which are now available in eight cream and four pearl shades (£1.60). Another new formula is the ESP sheer finish powder (£1.55) available in five shades — sheer translucent, sheer beige, sheer rose, sheer honey and sheer tawny.

Trial sizes of the 12 ESP lipsticks are available for £0.50; ESP sheer finish powder will be available at a launch offer price of £0.99 saving £0.56 and ESP mascara will be available at £1.40 — a saving of £0.50. The three offers will be available while stocks last. *Yardley of London Ltd, Miles Grey Road, Basildon, Essex.*

We're giving young Jenny the push



... but fortunately for us, she won't be taking her considerable talents to the nearest job centre.

No, we're promoting Jenny as being typical to our new teams of personal contact ladies, dedicated to handling all your orders and queries with more of the "Hello, can I help?" and less of the "Hold on a minute, will you?"

Then, when you need your orders sorted out and sped on their way, quickly and without fuss, just give your girl a ring

We're certain she'll say "no problem."

But don't imagine Macarthy's is just a bevy of pretty faces. We pioneered modern pharmaceutical wholesaling, so our service for ethicals, surgicals, galenicals and OTCs is second to none.

And in spite of an increasingly sophisticated computerised society we're staying with that delightfully unmechanised personal touch that, in our experience, makes business not only more efficient, but much more enjoyable.



Macarthy's

Where people can still talk to people

Healthy wealthy & why's

Why Benylin?

Because. Benylin is the most tried and trusted cough product of all. You know it makes a good recommendation. Your customers ask for it by name, because they're convinced of its effectiveness in coping with most kinds of coughs.

Why Benylin?

Because. There's now a formulation of Benylin for every customer and most types of cough. Joining the very successful Benylin Expectorant, there's the popular Fortified Linctus and Paediatric, and now new Benylin Mentholated for nasal congestion.

Why Benylin?

Because. You know Benylin as your prime profit winner. With every product in the range working hard for you, you'll find more than ever that stocking and displaying Benylin is the wisest move you can make.



Further information and data sheets are available on request.

PARKE-DAVIS

part of the Warner-Lambert Group

Usk Road, Pontypool, Gwent NP4 0YH.

**WARNER
LAMBERT**

Trade mark RB2249

Benylin range: Expectorant: Diphenhydramine HCl BP 14mg, Ammonium Chloride Ph Eur 135mg Sodium Citrate Ph Eur 57mg Menthol BP 11mg Fortified: Diphenhydramine HCl BP 14mg Dextromethorphan HBr Ph Eur 6.5mg and Sodium Citrate Ph Eur 57mg Menthol BP 11mg Paediatric: Diphenhydramine HCl BP 7mg Sodium Citrate Ph Eur 28.5mg Menthol BP 0.55mg Mentholated: Diphenhydramine HCl BP 14mg Dextromethorphan Ph Eur 6.5mg Pseudoephedrine HCl BP 22.5mg, Menthol BP 175mg

Benylin

YOUR TOP PROFIT WINNER

Cosmetic sales more buoyant

Following three very slack years 1983 holds out the promise of rather brighter things, says the latest Keynote report on the cosmetics industry. "Retail sales will be more buoyant than they have been recently, and, with destocking over, modest stock rebuilding resulting from the improved trading may add impetus to normal demand."

Consumer expenditure on cosmetics stood at £506m in 1981 representing 0.3 per cent of total consumer expenditure.

While chemists account for 47 per cent of sales, Boots are responsible for 70 per cent of this. Independent chemists, the report notes, have been suffering at the hands of multiples, food stores and stores such as Superdrug. "Under present competitive conditions, the pressures on independent chemists are bound to continue, especially at the cheaper end of the market from food stores where own brands are beginning to proliferate."

Looking at the various sectors the report finds that fragrances were worth £198m at retail selling prices in 1981. Although this sector of the market had seen a steady decline in demand since 1977. Earlier buoyancy attracted manufacturers to launch new fragrance after new fragrance "few of which had any intrinsic merit, proper marketing positioning or worthwhile promotional support." It was not until the first quarter of 1982 that buoyancy returned to trade

buying.

Makeup: worth £113m at retail prices in 1981. While inflation raised the market by 34 per cent, when this is taken into account the market saw a 20 per cent decline between 1977 and 1981. The only category to record a demand level higher in 1981 than in 1977 was the liquid and cream makeup sector because there had never been any excessive purchasing so inventories were never excessively high. *Skincare*: even when recalculated at constant prices demand for skincare preparations has been growing. "At current prices sales in 1981 were 69 per cent above the 1977 level; revalued at 1977 prices they were still 14 per cent above the 1977 figure," says the report. The value of 1981 sales was £122m at retail prices. *Men's products*: worth almost £43m at retail prices. At revalued 1977 prices this was a 37 per cent decline partly due to destocking and fall in consumer demand.

Over the past five years there have been few truly innovative product developments says the report. Formulation improvements and range additions have taken place while bath and body preparations have been the growth areas. Ampoule preparations have become increasingly acceptable as have exfoliating creams. Food chains are still experiencing difficulties in persuading major manufacturers to sell through their outlets and so have introduced their own ranges. "The effect this may have on the market remains to be seen as they are still in their infancy," it concludes. *Cosmetics (£45)*, Keynote Publications Ltd, 28 Banner Street, London EC1Y.

Top ten cash bonanza from Unichem

Unichem's first Top Ten Cash Bonanza promotion, featuring a £3,000 lucky draw, is available throughout March. The promotion homes in on 10 different products each month, all of which will appear on price cards, shelf barkers and posters.

The top ten promotion products are — Baby Wet Ones, Brut 33, Colgate Dental Cream, Elnett hairspray, Fenjal creme bath, Harmony hairspray, Kotex Simplicity, Matey and Miss Matey, Lillets and Snugglers.

A further choice of products will be on offer to members from March 10-31. A selection of these will be supported with point-of-sale material and posters.

Members' offers are: Aqua Ban, All Clear shampoo, Denclen, Dayfresh pantyliners, Dentinox gel, Dr White's, Discover 2, Build-up sachets, Dextrosol, Euthymol, Feminax, Gillette GH cartridges, Harmony hair colourants, Imperial Leather tale, Johnson's dental

floss, Inter-dens sticks, Kwells, Lanacane, Macleans toothpaste, Marigold extra house gloves, Milk of Magnesia tablets and liquid, Mentadent 'P' toothpaste, Norsca antiperspirant and deodorant, Natural Balance shampoo and conditioner, Phensic, Radox herbal bath, Setlers, Steradent tablets and deep clean, Silvikrin hairspray, Super Wernets, Silkience conditioner, Suleo shampoo, Slimline tablets, Toni perms and Topol toothpaste.

On offer throughout March in the sundries range will be: Ever Ready blades & callour knives, Addis hairbrushes, Cannon Babysafe products, Wisdom toothbrushes, Salter scales, Benjy baby clothes, Sparklet 'C' bulbs, Tommee Tippee range, Wilkinson Sword scissors, Britmarine swimcaps, Unichem shaving brushes, Sesame honey snack bar and Thermos composite pack. *Unichem*, Crown House, Morden, Surrey.

Tramil's progress

Following its launch in July last year, Tramil, the paracetamol-based capsule analgesic, has won a 1.4 per cent share in chemists, according to independent research.

The International Chemical Company say that distribution of Tramil through chemists is now over 80 per cent with excellent levels of repeat purchases throughout the trade.

The brand is being supported this month and later this year with television advertising worth over £500,000.

John Vale, ICC's recently appointed sales and marketing director says that Tramil will be backed "all the way to the top". *International Chemical Co Ltd*, Chenies Street, London WC1E 7ET.

Sunglasses in the post for chemists

The days of tying up large sums of money in a vast range of sunglasses, and then praying for the sun to shine before fashions change, are over, says Clive Hopkins, proprietor of Phoenix Enterprises. Based in the Wye Valley, Phoenix believe they have the answer.

By supplying the independent chemist anywhere in the UK with sunglasses by insured Post as and when he needs them, cash flow is maintained, and the chances of being left with a pile of unsold stock at the end of the season are minimised.

The range covers eight pricepoints — Reactolite Rapide, available with metal and acrylic frames (£12.95); Sunstive (£8.95); polarised, graduated and ladies' acrylic fashion (£5.95); impact glass and mirrors (£3.95). Prices exclude VAT. There is no minimum order, says the company, and an illustrated order form can be obtained from *Phoenix Enterprises*, Freepost, Ross-on-Wye, Herefordshire HR9 6HJ.

Two distributors for sunsensor

Retailers are reminded that Corning have granted exclusive distribution of the Sunsensor range of sunglasses to two distributors, Gay Designs Ltd and Addis Ltd. No other distributors are entitled to distribute the sunglasses and the company says that any infringement of the copyright and franchise will be strongly contested. *Addis Ltd*, Brushworks, Hertford.

Kodak's colour carnival backed by 40-second television spots

Kodak say they have planned a bigger-than-ever nationwide advertising campaign for their film, disc and instant cameras this summer. Kodacolor film will be supported nationally by a 40-second television commercial from mid-May until the first week in July, as will disc cameras during May.

In the film commercial, a family album is opened and the prints pop-up and "come alive". A poster campaign featuring Kodacolor film will be seen on hoardings and bus shelters, and at football and cricket grounds wherever the games are televised. There will be whole page advertisements for film in the national Press colour supplements, and pages in the enthusiast Press as well as a consumer competition.

Peter Bowles backs disc

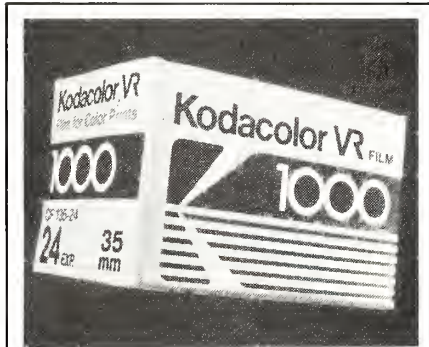
Disc cameras will be backed this Summer by television, national Press and POS advertising. The 40-second television commercial stars Peter Bowles who will also be featured on display stands. Kodak say a series of disc advertisements in the national Press will reach around 75 per cent of the population.

The advertising campaign for prints on Kodak paper is designed to continue to build the public awareness of the "Smile. It's on Kodak paper" message, say Kodak, and to give assurance of quality by the introduction of the new Kodak Monitoring Service Symbol. A new 40-second television commercial in July, August and September together with a nationwide press campaign will be backed by POS material. (The KMS symbol signifies the quality control service offered by Kodak to photofinishers printing on the company's paper and will be displayed by their dealers.)

Consumer offers

In Kodak's colour carnival consumers can save at least 35p when they buy twin-packs of Kodacolor II 110 and 126 films, says the company. Dealers can get an extra 10 per cent on normal and Summer bonus plans to fund the offer when dealing direct. A similar discount for the dealer is available on tri-packs of super Kodachrome 40 film to sell them at at least £1.65 off rsp.

This Summer, Kodak say, there is an even wider range of colour films in twin-packs for the 35mm user including Kodacolor II and 400 colour negative films (24 and 36s) and Ektachrome 64 and Kodachrome 64 colour reversal films (36s). With each twin-pack is a free



Kodacolor VR1000 film, available April 5, in 24 and 36 exposure packs (£2.09 and £2.88), is designed for exposure by daylight, electronic flash and blue flash. Kodak say the film, with its "T-grain" silver halide grains will allow photographers greater freedom to take pictures under low-light conditions while offering a choice of higher shutter speeds for stopping action and greater latitude when using tele-photo lenses. VR100, 200 and 400 film will be available in the UK for Christmas.

pocket-size book entitled "Better 35mm Pictures" (111 pages plus colour illustrations) as a reference guide for 35mm camera users. The packs also include two 20p processing vouchers that

can be redeemed when a film is processed and printed on Kodak paper.

Kodak are paying a promotional allowance of up to 5 per cent of the basic film price to finance staff incentives or local advertising on direct orders of multi-packs. Dealers can get extended credit plus a 5 per cent discount on films ordered for delivery between March 1 and May 13 (minimum £500 and excluding discount); half-payments are to be made at the end of June and July. A 7 per cent discount on films delivered between March 1 and April 25 is also available for payment by the end of May.

Camera deals

Disc camera prices will increase on May 16, except for the model 2000: the 4000 by a minimum of 11 per cent and the 6000 and 8000 by 5½ per cent. A consumer incentive of a free case is supplied with each 2000 ordered between March 1 and May 13 with a limited number of cases available for other disc models ordered (depending on the mix).

Kodak now have just two 110 cameras, the Extra 200 and the Ektralite 400. They are on an additional 15 per cent discount for the bonus period.

Minimum camera orders of £250 can be supplied on extended credit together with promotional allowances on disc cameras of £1 (up to 25) and £3 (over 25) for each camera. *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU.*

Polaroid 'makes the moment special'

Polaroid have announced a marketing plan for Spring and Summer 1983 under the "Polaroid makes the moment special" banner. The package includes two new budget-priced 600 cameras, new television commercials, a money-off film promotion and new camera packaging and display material.

The Sun 600 will be the lowest priced camera to utilise Polaroid's "light management" system (around £30 rsp). The Onestep 600 sells for around £20 and uses a flashbar and an infra-red exposure system.

A series of commercials featuring James Garner is being shot for the UK market to complement the POS message that "Polaroid makes the moment special".

From the beginning of March, each single pack of Supercolor SX-70 film will carry a 50p voucher and each twinpack a



Polaroid's new Sun 600 (£30 srp) and Onestep 600 (£20 srp) instant cameras feature an infra-red light sensing system for improved flash pictures. The Sun 600's built-in electronic flash automatically blends ambient and flash light while the Onestep 600 uses a flash array

£1 voucher, redeemable on the next purchase of film. The coupons are valid until September 30 and are being supported by local dealer advertisements and a full colour showcard.

Display units can take either one or three cameras and together with a choice of two showcards can be obtained by contacting the company direct. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR.*

Shake n' Vac additions

Johnson Wax have added two new fragrances to their Shake n' Vac carpet freshener range. The new anti-tobacco formula is designed to neutralise stale tobacco odour trapped in carpets and to leave rooms "fresh and clean smelling."

The second new variety, powder fresh, is a cosmetic fragrance for use in bedrooms. The company are currently running a 5p-off promotion to introduce the new brands. *Johnson Wax Ltd, Frimley Green, Camberley, Surrey.*

For Mother's Day

Peaudouce are offering all Mother's Day mothers a free baby change bag worth 9.95 if they send a photocopy of their baby's birth certificate direct to Peaudouce.

The promotion will be featured in

PRESCRIPTION SPECIALITIES

Diane tablets

Berlimed Pharmaceuticals (formerly Meymer Pharmaceuticals), a division of Schering Chemicals, are introducing Diane tablets on March 7. Each tablet contains 2mg of the anti-androgen cyproterone acetate and 0.05mg of ethinylestradiol. Described as "an entirely new and remarkably effective treatment for severe female acne refractory to prolonged antibiotic therapy", Diane is available in three month treatment packs containing 3 x 21 blister memo strips (£9.90 trade). Full data sheet information next week. *Berlimed Pharmaceuticals, The Brown, Burgess Hill, West Sussex RH15 9NE.*

Brufen for migraine

Brufen is now available in a 600mg strength. The film-coated, oblong, light magenta tablets (100, £8.88 trade) are overprinted "Brufen 600" in black.

Ibuprofen is now indicated for the relief of migraine and was found to be significantly superior to paracetamol in relieving symptoms of migraine, according to a report in this month's *Practitioner*.

Researchers from Hull Royal Infirmary and Boots Co Ltd entered 30 patients suffering from classical or common migraine into a double-blind cross-over trial. The researchers say that ibuprofen was significantly superior to paracetamol in reducing headache severity and duration, and had patient preference. *Boots Company Ltd, Thane Road, Nottingham NG2 3AA.*

national press advertising in the *TV Times*, *Sun*, *Daily Mail* and the *Glasgow Daily Record*, as well as in a national local radio campaign. *Peaudouce (UK) Ltd, Lockfield Avenue, Brimsdown, Enfield, Middx EN3 7PX.*

No connection

Philips Small Appliances wish to stress that they are in no way connected with any hair drier marketed in the UK under the name of "Phillihair."

In recent proceedings before the Bromley Magistrates Court, Swiss Hong Kong (Wholesale) Ltd of Manchester, were convicted of seven offences relating to such a hair drier.

One of the offences was under the Trade Descriptions Act, in relation to the trade description "Phillihair," it being likely that consumers would assume the drier has been produced by Philips Electronics when this was not the case.

Surgam 300 bd

Surgam is now available in a 300mg strength (60 tablets, £14.85 trade), as well as 200mg. The recommended dosage remains 600mg daily, but the new presentation has been introduced to allow for a twice daily dose. *Cassenne Ltd, Ronssel House, Wembley, Middlesex.*

Sandoz marketing

Certain products previously marketed under the name of Wander Pharmaceuticals will in future be marketed under the name of the parent company, Sandoz Products. This will involve changes in packaging material and tablet markings, although all formulations will remain unchanged. The

The offences include breaches of the safety regulations under the Consumer Protection Act.

All genuine Philips products and packaging are marked with the word "Philips" and the Philips shield emblem. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.*

Branded cotton wool

The market for branded cotton wool products is worth around £20m, say Smith & Nephew, and has expanded in volume by some 18 per cent since the entry of their Tender Touch range in 1976 (not as stated in *C&D Babycare Supplement*, February 19, p22). The brand now has a 24 per cent share of this market, S&N say, taking a 27 per cent share of the £9.2m rolls sector and 23 per cent of the £4.8m pleats section. *Smith & Nephew Consumer, PO Box 81, Hessel Road, Hull.*

changeover will be gradual and individual product changes will be notified in advance. The products affected are Cafergot, Deseril, Gatinar, Neutrolactis, Paraseltzer, Sanomigran, Travagil, Teronac, Tremonil and Zaditen. *Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18.*

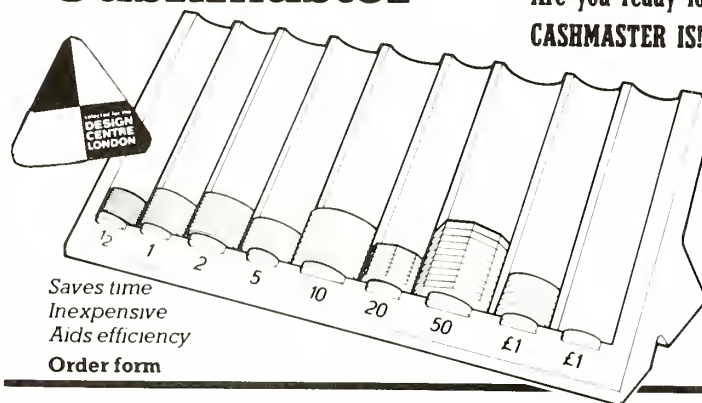
Thean revived

Lagap Pharmaceuticals Ltd have taken over marketing Thean tablets 300mg (100, £3.20). The company says 500mg suppositories will shortly be available. *Lagap Pharmaceuticals Ltd, Old Portsmouth Road, Peasmarsh, Gtildford, Surrey GU3 1LZ.*

■ The colouring agent has been removed from Fungilin oral suspension and it is now a natural yellow. *E.R. Squibb & Sons Ltd, Horeton, Merseyside L46.*

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Alain Li Wan Po, BPharm, PhD, MPS, Department of Pharmacy, University of Aston.

Management of obesity and its role in health

Recent studies show that in the United Kingdom about one in three of those aged over fifteen are overweight. The problem of excess weight becomes more acute as one moves up the age brackets and it is estimated that every other person in the over 40 age group is affected. That many are aware of their obesity is reflected in the high popularity of diet plans, slimming magazines and books. In recent years, in addition to the cosmetic arena, obesity has attracted much attention as a medical problem. This is a direct consequence of its identification as a risk factor for a variety of diseases.

What then is obesity? Most of us can easily identify an obese person. For quantitative work, however, there is a need to provide a more precise definition. The current baseline for normal body weight is derived from actuarial analyses. The ideal weight for a given height is defined as that which is associated with the lowest mortality rate in such studies (figure 1). To simplify numerical representation, weight ranges are often expressed as the ratio of weight (Wt) to height (Ht) Squared — $Wt/(Ht)^2$. This parameter is referred to as the Quetelet's index and its value should be between 20 and 25.

Health consequences of obesity

For obvious reasons, aesthetic considerations may lead to a variety of emotional problems in the obese. The burden of carrying extra weight can also cause a range of physical disabilities. Abdominal and leg muscles are infiltrated with fat and no longer function properly in ensuring efficient venous return of blood to the heart; hernias and varicose veins may then develop. Equally disabling are the corns and bunions which appear. The muscles of the chest are weakened and breathing becomes difficult, particularly after physical effort.

In addition to the physical disabilities which accompany obesity, a number of serious organic diseases are now known to be precipitated or linked with the condition. Coronary heart disease (CHD) is perhaps the most fearsome because of the grim statistics associated with it. Although the relationship between obesity and CHD remains controversial, the majority view, supported by many studies on the subject, is that obesity indeed increases the risk of death from CHD.

When the Quetelet's index reaches 35, the mortality rate approximately doubles although the changes are not obvious in those aged over 60.

It is now generally accepted that obesity precipitates diabetes, as evidenced by changes in both biochemical and clinical markers of the disease. Both the degree and the duration of obesity are important. An increase in weight of 10 to 15 per cent above the normal range increases the likelihood of developing diabetes about two-fold.

Obesity increases the endogenous production of cholesterol. Body pools of the sterol rise and more is excreted in the bile. This eventually leads to supersaturation of the bile with cholesterol and precipitation of gall-stones. Several other disease associations with obesity have been suggested, including gout and certain types of cancer. However, these links are less certain than those with CHD, diabetes and gall bladder disease, and further

studies are essential before clear conclusions can be drawn. Obesity seems to increase the risk of developing gout only in male subjects weighing 30 per cent above normal.

Causes of obesity

Obesity is clearly undesirable both from an aesthetic and a health point of view. But to answer how it can be prevented and reversed, it is necessary to consider how it arises in the first place.

Despite what is said about altered basal metabolic rates in the obese, the fundamental fact is that excess weight is accumulated as a result of overeating. This does not however mean that obese individuals are gluttons. It is just that for the individual concerned, there is a net energy accumulation as a result of the input being out of phase with the output. Some recent theories put forward to explain this are worth exploring.

Brown adipose tissue

Food energy intakes often vary widely between individuals with similar body-weights, builds and physical activity. This

Continued on p402

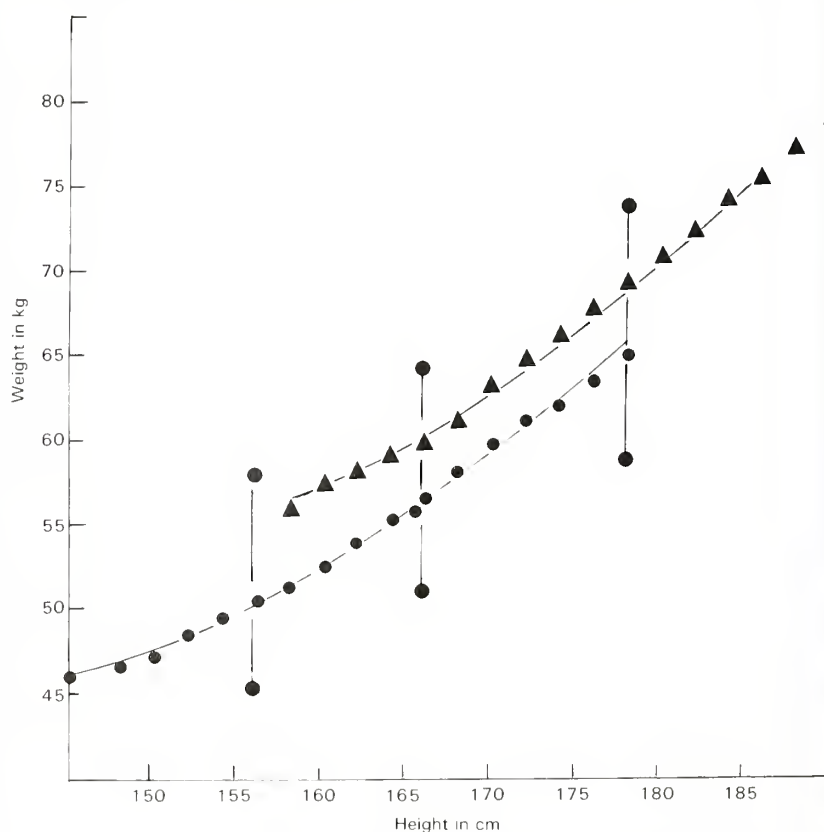


Fig. 1. Ideal body weight for men (▲) and women (●). The typical range of normal weights are shown for women

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Obesity — causes and treatment

indicates marked differences in people's ability to utilise energy at the cellular level. The mechanism for this diet-induced thermogenesis is still being debated but it has been suggested that the brown adipose tissues of the body are responsible. These tissues are present from birth and are the organ traditionally associated with cold-induced thermogenesis in the newborn.

Although brown adipose tissue is found in adults, there is much controversy about whether it is still metabolically active. The recent observation that the tissue is more abundant in adults who are exposed to the cold provides circumstantial evidence that it is. It would therefore appear that some lean people are so because they are able to burn off their dietary excesses. Whether this mechanism is faulty in the obese is still unclear.

Obesity often runs in families, partly as a result of hereditary influences and partly as a result of exposure to the same dietary excesses. No single gene has been identified as being responsible for its transmission. Endocrine disturbances such as those associated with hypothyroidism, hypogonadism and Cushing's syndrome may lead to obesity, but these are very rare causes of the disease.

Treatment

Evidence from recent research work tends to support the claim made by most obese patients that they do not over-eat. However, their claim should be modified to state that they are still over-eating, but that they may not be eating as much or any more than lean individuals with the same frame and occupation. With this in mind, the options open to obese individuals are quite clear. They should either reduce their dietary energy intake or increase their energy expenditure. Both options demand an enormous amount of will-power, as shown by the high failure rate in attempts to lose weight.

Reducing calorie intake

Cutting down on the amount of food ingested is perhaps more difficult than altering the type of food being eaten, and first attempts at reducing total energy intake are usually aimed at replacing highly caloric items with those that are less so. This forms the basis for most of the commercial food products promoted to slimmers.

The labels of these products indicate that weight loss can only be expected if they form part of a calorie-controlled diet. Nevertheless, all too often one gets

the impression that slimmers consider calorie-controlled foods as zero calorie products. Some of the diet soft drinks are almost so, but most solid foods contribute a significant number of calories. A typical meal replacement product for slimmers will provide about 250Kcal. Cutting out two teaspoonfuls of sugar from four cups of coffee or tea will also lead to a reduction of about 250Kcal. So how significant are 250Kcal?

The basal metabolic rate of a man of average size in Britain is about 2000Kcal. Workers leading a sedentary life-style will usually need less than an additional 1000Kcal while manual workers may need an additional 2000Kcal. An hour of brisk walk will entail an energy expenditure of about 300Kcal, while getting rid of 250Kcal will call for about half an hour on the football pitch. Four ounces of beef will contribute about 200Kcal as will two ounces of roast peanuts. Clearly, then, energy is more readily consumed than used up when it comes to the amount of motivation required. Translated into weight gain, an excess of 100Kcal daily — that is, the equivalent of two slices of bread — over a period of five years will lead to an increase in weight of about 40lbs. For the average person this represents a serious degree of obesity.

Specialised slimming diets

Over the years numerous specialised diets have been claimed to help slimmers lose weight rapidly or without effort. Invariably, these diets have been launched amidst a blaze of publicity in the newspapers, magazine and books. Equally, almost without exception, these special diets have failed to stand the test of time. Severe restriction in carbohydrate intake is a recurrent theme, as is the promotion of unrestricted protein or fruit intakes with the exclusion of most other foods. A more recent introduction is a high-fibre diet coupled with moderation in the intakes of other food components. Happily, current literature evidence indicates that this so-called F-plan diet is sensible.

Fat restriction

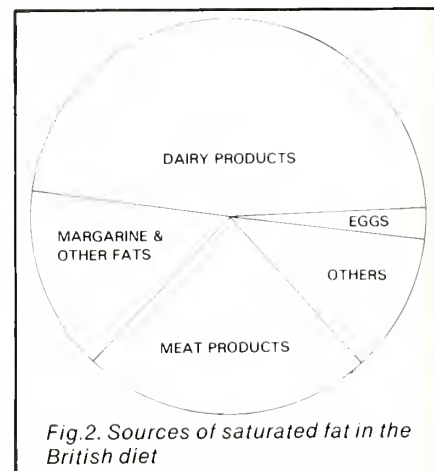
Three factors have consistently been shown to be good predictors of coronary events in middle-aged individuals in affluent societies. These are cigarette smoking, blood pressure level and serum or plasma cholesterol levels. The link between CHD and plasma cholesterol level has led to suggestions that particular attention should be paid to ensuring that the diet is low in foods known to increase plasma cholesterol levels. Given that a viable alternative theory for explaining the high differences in incidence of CHD between countries is not available, this advice is sensible.

Following absorption from the intestinal tract, lipids are transported in the blood attached to proteins in the form

of complex lipoproteins. Four main classes of lipoproteins can be distinguished on the basis of their densities and electrophoretic mobilities; chylomicrons, very low density lipoproteins (VLDL), low density lipoproteins (LDL) and high density lipoproteins (HDL). Although all contain the same components, the LDL contain the highest proportion of cholesterol, HDL the highest percentage of protein, and chylomicrons, the highest concentration of triglycerides.

Many workers have studied these lipoproteins and several studies have correlated decreased plasma HDL with the development of CHD. Even more positively, increased levels of LDL have been linked with increased cardiovascular risk. Measurement of total plasma cholesterol gives an approximate index of both plasma HDL and LDL. Lowering plasma cholesterol will therefore also produce the desired changes in plasma lipoproteins and should thus still form the basis of any dietary changes for reducing cardiovascular risk.

In most affluent societies, increasing cholesterol intake often does not appear



to produce any elevation in plasma cholesterol because of the already high base-line level and because of a non-linear relationship between intake and blood level. An increase is however evident if the levels are monitored over a sufficient period of time. Saturated fats also increase plasma cholesterol but unsaturated fats lead to a decrease. A cholesterol-lowering diet should therefore aim to reduce its animal fat content. Limiting consumption of meats, removing visible fat off meat, grilling rather than frying, substitution of red meats with fish and poultry and using vegetable oils high in polyunsaturates (corn oil, soya oil and sunflower oil) forms the basis of a cholesterol-lowering diet.

It is clear from figure 2 that limiting intake of dairy products will be required in Britain if a significant saving in cholesterol intake is to be achieved. However, as the Butter Council points out in its advertisements, some margarines may indeed contain more cholesterol than butter.

Concluded on p407

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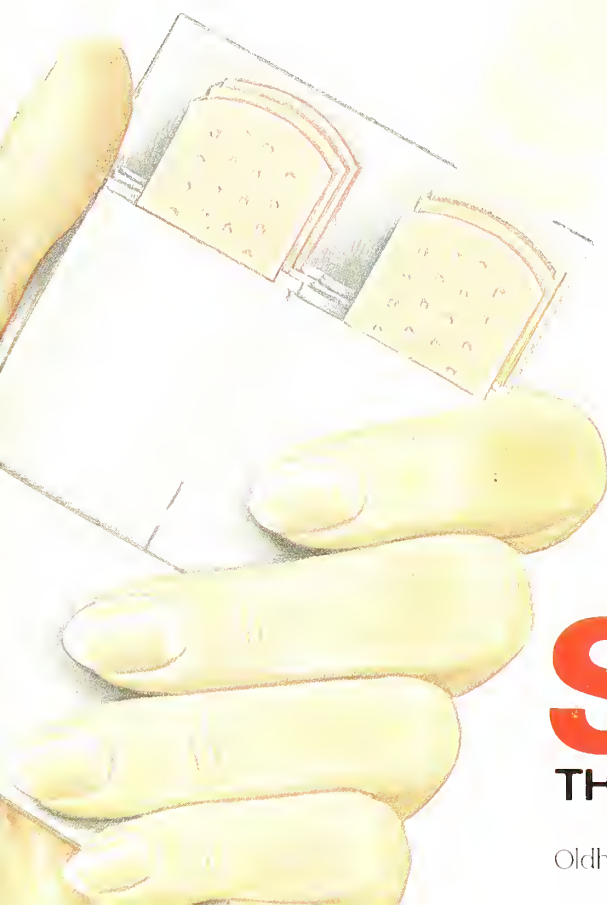
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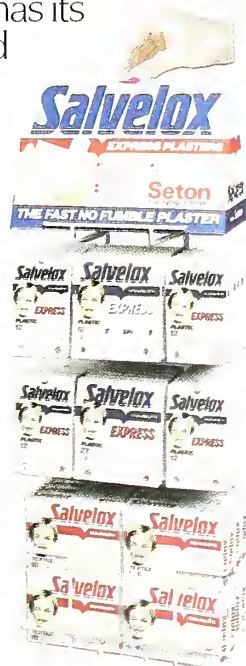
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Peaudouce Childsize will take any child from 33lbs to 55lbs or up to 5 years of age.

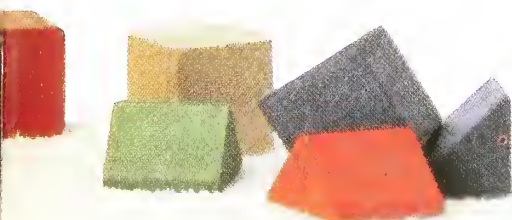
There are 2,300,000 children aged between 3 years to 5 years in the U.K. - just think how many of them are in the market for a bigger nappy and you can see what potential we're adding to your business. Experience has shown that Childsize can add up to 20% to your Peaudouce sales.

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New Peaudouce Childsize - a bigger size in a big market.

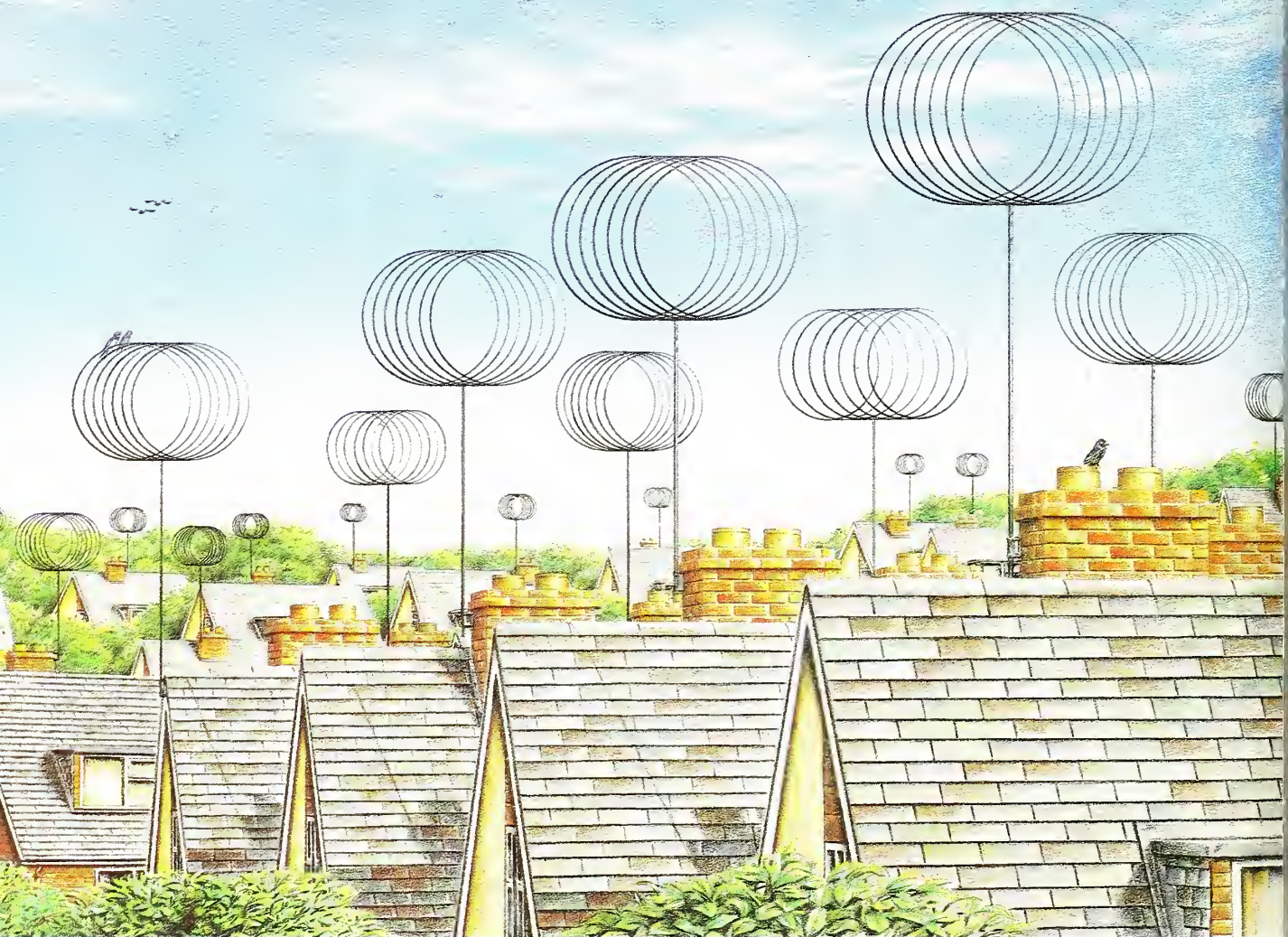


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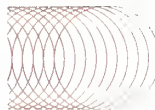
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Obesity — last resort is drugs

The other side of the energy equation energy expenditure and most authorities agree that physical exercise is beneficial to the obese. In addition to eliminating some of the excess calories, exercise helps to improve cardiovascular responses. The intensity of the exercise will obviously depend on the health-status of the individual. Generally, consistent levels of mild exercise are to be preferred to occasional episodes of intense exercise.

Drug therapy

Sadly the majority who adopt the methods discussed so far will end up dropping out. A last resort may be drug therapy.

Bulking agents are perhaps the safest non-prescription drugs available, with methyl cellulose as the prototype compound. The theory is that these agents will take up water and impart a feeling of satiety and hence limit the intake of more calorogenic foods. The amount of bulking agent per unit dose is usually insufficient to produce any appreciable effect and even when adequate doses are taken, rapid gastric emptying ensures that no control of appetite is achieved.

The likely presence of glucostats in the hypothalamus, the liver and the gastrointestinal tract, has led to the suggestion that glucose taken before a meal will decrease subsequent food intake. However, it has been shown that the doses of glucose required are far in excess of those found in non-prescription products, and only minor savings in calorie intake have been reported.

Anaesthetic-containing chewing gum have also been promoted for the control of appetite. The numbing of taste buds is claimed to lead to a reduced food intake, but little convincing data are available to support this theory.

Some studies have shown that phenylpropanolamine, closely related to the well-known anorectics amphetamine and fenfluramine, is itself effective as an anorectic agent. The doses required are however high enough potentially to induce hypertensive crises. The drug is a sympathomimetic agent and should not be used together with monoamine-oxidase inhibitors. Other potential drug interactions include those with antihypertensive agents which work primarily by blocking the release of adrenaline. In the United Kingdom, phenylpropanolamine is not licensed for use as an anorectic.

The appeal of starch-blockers to those wishing to lose weight is obvious. By blocking amylase, these naturally-occurring enzyme-blocking agents are claimed to ensure that starch is not absorbed, since prior break-down to

monosaccharides is essential for absorption to take place. Clinical trials have now shown them to be useless.

Prescription only anorectic agents

The use of anorectic agents can only be justified if they are used as short-term adjuncts in a treatment schedule consisting of controlled-calorie intake, exercise and modification of eating habits.

The amphetamine isomers are still the anorectic agents against which all others are compared. However, their propensity to induce addiction has led to their obsolescence. Most of the commonly-used anorectic agents nonetheless show close structural similarities with amphetamine (figure 3). Diethylpropion (Apisate, Tenuate), fenfluramine (Ponderax), mazindol (Teronac) and phentermine (Durophet, Ionamin) are the generally preferred anorectic agents. All have been shown to be effective in reducing food intake by stimulating the satiety centre. They therefore have a place in helping patients adjust to a lighter diet. With the exception of fenfluramine, they also increase physical activity. None of the available agents are free from occasionally serious side-effects.

Diethylpropion, mazindol and phentermine possess stimulant and sympathomimetic properties and these may be reflected in their adverse effects such as sleeplessness, irritability, dryness of the mouth and tachycardia. The effects of these drugs on the heart makes them unsuitable for patients with angina. In the presence of hypertension, diethylpropion is to be preferred over mazindol and phentermine. Where insomnia is a problem, fenfluramine is the preferred agent, particularly if there is also co-existent maturity onset diabetes. The drug should not however, be used for treating patients with a history of depression, and its withdrawal should never be abrupt since overt depressive symptoms may follow. Drugs should not be used in the treatment of obesity in children, although their weights should be controlled since childhood obesity is

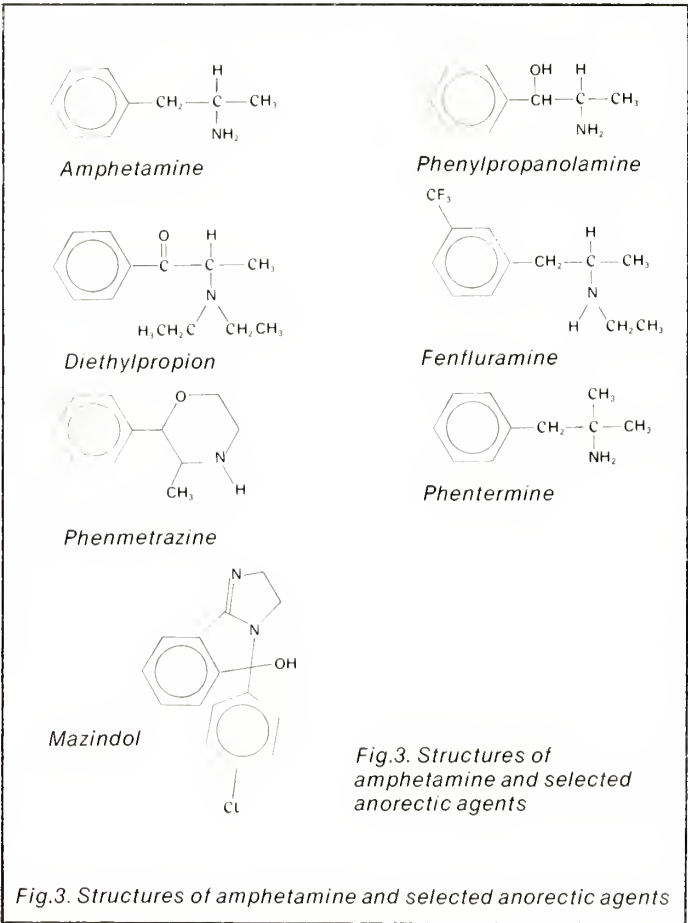
often translated into adult life.

Diuretics and thyroxine are unsuitable for the treatment of obesity. Both, but particularly thyroxine, may induce more serious side effects than acceptable. In any case, their effects are only transient. Electrolyte imbalance is a potentially lethal risk during treatment with diuretics and concomitant dietary restriction.

Surgical measures

The ingenuity of surgeons is illustrated by the many surgical techniques for the treatment of obesity. These include jejuno-ileostomy to bypass absorption sites, jaw wiring to minimise food intake, hyaluronidase injection to dissolve fatty tissues and direct surgical removal of fat.

Obesity is detrimental to health and those affected should attempt to treat their condition. The most effective method, dieting, comes free and without a prescription. In dieting, the prime objective should be reducing calorie intake, but the advantages of reducing particular components of the diet are unclear except for fats. Here a reduction in saturated fat intake appears desirable since plasma cholesterol levels have shown close correlation with coronary heart disease. Anorectic agents have a place in the management of obesity but care must be given to their potential adverse effects and drug interactions. Their use together with, or within 14 days of, discontinuation of monoamine-oxidase inhibitors should be avoided because of the potential precipitation of hypertensive crises.



Facing the threats from fads and foods

“Healthy eating” is on the increase, so the chemist must rationalise his approach to slimming products. Looming on the horizon are threats from low calorie foods, predicted by trade sources to double market value in the next three years, and grocery outlets who threaten to snatch a share of a market previously chemist-dominated.

Mintel has estimated that there are 11 million adults slimming at any one time, but only 45 per cent use slimming products. This gives some indication of the potential size of the slimming market and suggests that there will always be people who want to lose weight. As Nick White, Beecham's marketing manager for Slimgard, puts it: “Weight loss is something that is here to stay. And there is definitely a market for slimming products.”

“Chemists have traditionally been the major force in slimming products, but in the market's current depressed state, there are more pressures on manufacturers to explore the possibilities of wider distribution. It is not a prospect that pleases everyone however. Carnation, for example, are keeping a wary eye on what happens to Limmits now that Chemist Brokers are extending the franchise into grocers. Limmits are expected to remain 90 per cent distributed through chemists, but Carnation have kept their Slender chemist-only and fear erosion of this sector, having themselves received approaches from the grocery multiples. Bob Seaborne, chemist division director for Carnation, told *C&D*: “We feel very edgy about goods not sold through chemists. If Limmits do go into grocers then that could well change the marketing policies. We can only wait and see — but we are ready to react if necessary. For the present, we will continue with our strategy. Over the past couple of years the market has become more sensible: in the past a lot of people got their fingers burned. We hope retail pharmacists will be more cautious about what they stock in future.”

Company reactions

However, many companies are reacting to new consumer attitudes to “healthy eating” by introducing new products, and these immediately pose questions about stocking levels and range rationalisation.

Unicliffe, for example, have taken advantage of the fashion with a new range of Limmits slimming biscuits (see p412). Sara Sorby, marketing manager for the brand, said: “A regulated diet, including the current fashion for fibre content, is in theory, seen as important as counting calories.”

Bob Seaborne agrees, but warns that “healthy eating” threatens the meal replacement market. However, people are always willing to try something new and Mr Seaborne describes the market for slimming products as “insatiable”. He emphasises the importance of a correct balance between exercise and reduction of food intake.

Beecham's Nick White points out that “people are moving towards a greater interest in health. Fibre is coming to be recognised as an important element in dieting and the Slimgard range reflects this with its crunch bars and the newest addition, Brunch, a crunch cereal and natural fruit drink.”

Obesity report

A recent report on obesity by the Royal College of Physicians said that the old concept of reducing only total carbohydrates is nutritionally and medically inappropriate. “The public needs to recognise that crash diets are in the short term dangerous and do little to help them adjust permanently to a more appropriate eating pattern for maintaining weight loss.” So, another point on the side of healthy eating. But what of its effect on the meal replacement market? Carnation predict that the market decline will halt in 1983, with the value stabilising at around £11m rsp.

Another threat comes from the corner of low calorie foods. Carnation believe that slimming meal replacements will maintain their share of the market, but predict that long term growth will be led by low calorie foods. The company entered this sector in the Autumn of last year with the Slender Slim range. Bob

Seaborne describes low calorie foods as “components people can use as part of healthy eating.” On the launch of Slender Slim, he comments: “We launched the nucleus of a food range to try to build up what we see as a new category. We would like to establish that the chemist is where people go for low calorie foods, but that may well not be the case as the market develops.”

Nick White blames the decline in meal replacements on the economy, as well as healthy eating, and current dietary fads. “I don't think we will see any growth in the market,” he says. But he does see a definite place for the low-calorie foods since people tend to use them on an ongoing basis. These foods can be added as part of the Slimgard diet plan, which allows for one proper meal a day. Unicliffe believe the static market of the past twelve months is due mainly to the switch away from the more expensive brands. Market polarisation has, they say, resulted in a bias towards biscuit and solid products rather than liquid meal replacements. As a result the company claims that one pound out of every three spent in the slimming market is now spent on Limmits products.

Credibility lost

But Bob Seaborne is concerned that slimming products have lost credibility. He told *C&D*: “We feel very sore about what has happened to the market generally. It has been damaged by optimistic claims about weight loss not able to meet the original promises, and so customers are lost.” There has been an “avalanche” of new products with poor palatability, high unit price and over-high claims, Mr Seaborne accuses. But when Slender was launched in 1975 “we never made outrageous claims and tried to market it sensibly.”

Carnation did not advertise Slender last year which they describe as a “very unpleasant year.” The company says the product has built up a hard core of people who support it, and consequently Slender dropped only one share point over the year. Bob Seaborne says Carnation will “build on that franchise with what we think are the best meal replacements we have ever produced.”

Optimism remains

Nigel Mengham, specialist foods' senior product manager for Farley's Lessen, remains optimistic. He says: “Although the decline in the total market was obviously disquieting, the slimmers' meal replacement sector certainly hasn't

Continued on p410

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Boosting sales and personal service

collapsed and won't waste away — it's still worth £11.5m and Lessen still has a big share of that. Additionally, the current growing interest in slimming, calorie counting and nutrition generally shows no sign of slacking."

If the market has stabilised and there are prospects for specific slimming products, despite the dark cloud of low calorie foods and healthy eating, what can the chemist do to help his sales and ensure the shelves are empty at the end of the season? Nigel Mengham suggests: "In order to capitalise on the undoubtedly large demand for these products, prominent display and in-store promotion are vital to stimulate the all important impulse purchase. The market in 1982 has shown that this is the key to successful sales." Sara Sorby stresses that the chemist environment plays an important role in reassuring the customer in need of advice, and help in selecting dietary aids.

Unicliffe emphasise the importance of training assistants in this context because people are more likely to go to the chemists, where there is personal service, than to a supermarket. The assistant may get to know the customer well while recommending local slimming groups or exercise clubs, so that a person becomes a loyal customer for many other purchases.

In a similar vein, Nick White says: "It is assistants who can do the job well." But he also stressed the need for chemists to recognise his opportunities. "This is one of the few markets in which the chemist can sell a range of products without competition from the grocery multiples." Beecham recommend three basic merchandising rules — support both new and successful products, merchandise ranges heavily and keep prices competitive.

Carnation conclude that the slimming market has high profit lines with good margins. Bob Seaborne says: "I think there is an argument for chemists to analyse his strengths, weaknesses, opportunities and threats."



Standard and trial packs of new Crunch 'n' Slim

SLIMMING

'Miracle' diets or just sensible eating?

The number of diet gurus who have "gone into print" in the past year or so is perhaps indicative of the lack of an "ideal" approach to losing weight. But the diets proposed are "fashionable," and pharmacists and assistants must be aware of their principles when advising customers.

With the UK — and certainly America — in the grip of a dietary revolution, and with people becoming more concerned about healthy eating, many would-be dieters will be totally confused about the best way to lose weight. Should the housewife follow the banana and grapefruit diet which the book says will work a "miracle"? Should she buy a packet of slimming biscuits and change her eating pattern? Or should she simply re-educate her appetite?

The pharmacist's training obviously equips him to help would-be slimmers evaluate the alternatives, but there is also a great opportunity for assistants — not least because many keep up to date with the latest products and dietary fads themselves. And here both pharmacist and assistants will find much support from the industry.

Sara Sorby, marketing manager for Limmits, agrees the assistant can do a lot to help, by knowing about the popular diets, and being able to identify different weight problems and recommend a suitable product. She stressed that the personal contact found in chemists is very important.

So what are the main dietary plans pharmacy staff should know about?

bulk and stems the appetite.

Beverly Hills

The Beverly Hills diet works on the principle of "conscious food combining," in which eating is "encouraged" and hunger "abolished." Judy Mazel, author of the diet, says the key is digestion — "when the body doesn't process food, it doesn't digest it, and that food turns to fat." Fruit, especially pineapple and papaya, is the basis of this diet because, Ms Mazel says, the enzymes of these two fruits burn up the fat and digest the protein which is clogging the system. Conscious combining works by eating to a strict rule — proteins should be eaten only with other proteins and fats, carbohydrates with other carbohydrates and fats, fruit should be eaten alone, and fats should be eaten only with proteins or carbohydrates. As the diet progresses the "pot of gold" is discovered and the dieter can eat hamburgers, popcorn and pasta without fear. But if the wrong foods are combined, Ms Mazel warns, they are not digested and turn into fat.

Beverly Hills Medical

According to Dr Arnold Fox, author of the Beverly Hills Medical diet, nine out of ten dieters gain their full weight back again within five years. This diet claims that the slimmer will lose 10lb or more in two weeks and will feel much better on this "long-life anti-stress programme." High in "complex carbohydrates," Dr Fox contrasts this diet with high protein diets which he says plant an "explosive" around the cardiovascular system and the heart. Complex carbohydrates are listed as vegetables, fruit, grains, peas, beans, lentils, chicken, turkey and low-fat fish. The medical diet is in three stages — plunge, everyday weight loss and a maintenance programme. Much emphasis is placed on the fact that this is an anti-stress diet and aims to combat the modern diseases, cancer, heart disease, diabetes

F-plan

The most popular diet of 1982, resulting in a best selling book, is the F-Plan diet by Audrey Eytan. The intake of fibre is boosted to 30-50g a day, twice the normal consumption. The author claims that this diet makes slimming easier than ever before because it is more satisfying and filling than any other diet plan. Ms Eytan says: "You will lose weight more quickly than ever before, because a larger proportion of the calories you consume will remain undigested." In tests, the amount of calories excreted on a high fibre diet were greater than those on a normal more varied Western diet, with an increase of nearly 10 per cent in the calorie content of the faeces. Fibre adds

and arthritis, caused, Dr Fox says, by poor nutrition, poor health habits, and poor handling of stress. Dr Fox also commends that vitamin and mineral supplements be taken throughout the diet.

Scarsdale

The average person's food intake is 10-15 per cent protein, 40-45 per cent fats, and 50-55 per cent carbohydrates, as opposed to 43 per cent, 22.5 per cent and 34.5 per cent respectively on the Scarsdale medical diet. The author, Dr Herman Tarnower, says that more than 90 per cent of patients on the Scarsdale diet, once trimmed down, maintain their desired weight. The diet should only be followed for 14 days at a time, when the keep-trim programme allows a slower rate of weight loss. The diet is a "carefully designed combination of foods which can increase the fat burning process in the human system, which means weight loss."

Starch blocker

Another diet which claims the dieter can eat pasta, pies, potatoes, popcorn and ice-cream is the starch blocker diet. The author, Rose Shepherd, promotes the intelligent use of starch blockers and stresses that this diet is not a free ticket to over-eating. One tablet is enough to block 100g of starch, but the author reminds readers that these tablets only block starch and have no effect on the digestion of sugar, proteins and fats. On this diet the slimmer is set on the responsible road to "positive eating".

However the Nutrition Research Group in Middlesex, in a recent letter to the *Lancet*, claims there is no direct evidence that starch blockers inhibit digestion and absorption in man. The group says it cannot be assumed that the inhibition of pancreatic amylase would affect starch digestion, since digestive enzymes are usually present in amounts far above those required for digestion of normal contents.

The Department of Health has recently written to all manufacturers of starch blockers explaining that if they were to make medicinal claims concerning their products they would fall within the Medicines Act. Most have now stopped making such claims, the Department says.

Will 1983 spawn more "miracle" diets, or is it now time for a sensible approach to weight loss? Will there be more best selling diets advocating pineapple, or a successor to the starch blocker tablet? There is a doctor in Canada who has a new idea for reducing weight — he floats a tiny inflated balloon inside the stomach, creating a feeling of having eaten a full sized meal. What next?

■ "The Beverly Hills Diet, Sidgwick and Jackson, £4.95; "F-Plan Diet, Penguin, £1.50; "The Beverly Hills Medical Diet," Bantam, £1.25; "The Starch Blocker Diet," W.H. Allen, £1.25; "The Complete Scarsdale Medical Diet," Bantam, £0.95.

Chemist & Druggist 5 March 1983

Carnation add two flavours to Slender range

Carnation are building on the consumer confidence which they say Slender enjoys, by launching two yogurt-enriched varieties.

Available in two flavours, strawberry and lemon, yogurt-enriched Slender is aimed at slimmers who prefer a taste less sweet than many of the existing slimming products.

Bob Seaborne, chemist division director, says: "Low fat yogurt is seen as being a modern, healthy diet food and yogurt sales are currently worth £122m. New yogurt-enriched Slender should therefore prove popular with the 20 million women who already buy yogurt. Because the product is much thicker than the standard liquid slimming meal replacement, it offers real appetite satisfaction at only 220 calories."

Press support

To support the launch there will be an advertising campaign in the women's and slimming Press, breaking in April and running until August. Carnation hope that the campaign will reach 69 per cent of all housewives. The advertisement will emphasise the fact that the Slender products are chemist only lines.

Each pack of yogurt-enriched Slender (£1.14) holds four servings. *Carnation Foods Co Ltd, Danesfield House, Medmenham, Marlow, Bucks SL7 2ES.*

Slimgard on TV in £200,000 campaign

Beecham are supporting their Slimgard range of meal replacement products with a £200,000 television campaign in 1983.

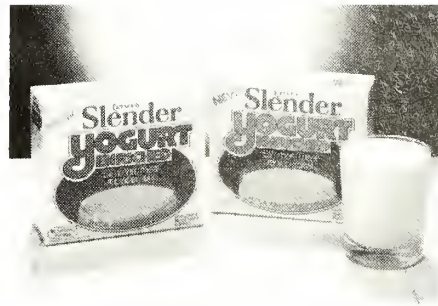
The 10 second spots will appear nationally during April and May. POS material is also available. *Beecham Proprietaries Medicines, Beecham House, Great West Road, Brentford, Middlesex.*

Muesli and raisin crunchy by Bisks

Ashe have added muesli and raisin crunchy flavour to the Bisks meal replacement range.

The new flavour is designed to appeal to those people who enjoy natural foods but need the convenience of Bisks to aid their calorie controlled diet.

There are four meals in each pack of muesli and raisin crunchy (£0.88). *Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey.*



Lemon and strawberry varieties have been added to Carnation's Slender range of meal replacement products. Every pack contains four servings of 220 calories each

Sampling and TV support for Natrena

Natrena is to be advertised in the women's and slimming Press, emphasising its positioning as the "better tasting" sweetener.

The campaign will receive below-the-line backing, including a national distribution of nearly 2m samples, in a total promotional spend of £750,000. Packaging will also be strengthened to reinforce the brand image and give a greater impact at point-of-sale.

Sales increased

Bayer claim that sales of Natrena increased by 60 per cent between 1981 and 1982, with market share growing to 18 per cent. Sales of calorie-free sweeteners are estimated to be worth £14m at rrp during 1982 — 12 per cent up on 1981. The company expects this upward movement to continue, along with the trend towards healthy eating and the associated reduction in the consumption of refined sugar. Bayer estimate the current market to be worth £15.75m. *Bayer UK Ltd, Consumer Products Division, Bayer House, Newbury, Berks.*

Get in trim and win a holiday

Getting in trim for the holiday season is the theme behind consumer promotions running on Farley's Lessen.

Farley claim that Lessen is now one of the top four brands in the slimming aids market, which they value at £11.5m. Promotional activity in 1983 will build on the past two successful years, with an on-pack money-saving offer with British Airways running throughout the peak season. A voucher valid until April 1984 allows a £25 reduction on adult holidays booked from Sovereign and Enterprise brochures.

The promotion also features an on-pack competition for a two week fly/drive holiday in Florida, with £500 spending money. Closing date is December 31, 1983. *Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.*

Continued on p412

Trio of healthy biscuits by Limmits

Following in the path of healthy eating, Limmits are introducing natural biscuit bars. In three flavours, hazelnut and honey, almond and honey, and orange and sultana, four of the biscuits form one meal of 200 calories.

The makers say that early consumer trials showed a high acceptability for the biscuits and nourishing satisfaction from the four-biscuit meal. Ingredients include fruit, nuts and oats in a crunchy base. The pack (£1.85) contains six meals — 30p per serving. Each meal is wrapped individually to be convenient for the office lunch.

POS material is available and chemists are being offered seasonal buying terms from Chemist Brokers.

The Limmits range of meal replacement products is to be supported with an advertising and promotional spend of over £350,000 in 1983.

Advertising support will feature during the peak selling season, April to August, with full-colour full page advertisements in the women's and slimming Press. The company hopes to reach the prime target market of the younger ABC women. *Unicliffe Ltd, 5 Trident Way, International Trading Estate, Brent Road, Southall, Middlesex.*

Twice as nice by Crunch n' Slim

Two new flavours have been added to the Crunch n' Slim meal replacement range.

To encourage customer trial, lemon and sultana, and honey and almond Crunch n' Slim are being combined in one meal sachets. The complete range has also been repackaged to coincide with the launch of the two additions.

Crookes say that within six months of the launch last year, independent research shows that Crunch n' Slim achieved brand leadership, with a 19.9 per cent consumer sterling share.

To capitalise on the trend for natural foods and healthy eating, each pack contains a diet plan with meal and recipe suggestions.

The new pack is upright, so five packs now cover less shelf space than was previously taken by three. Each flavour is colour-coded for identification and one standard box contains six meals, each of which is individually wrapped for freshness.

Helen Miller, product manager, says: "The individual packs are helpful in



Natural biscuit bars from Limmits in three wholesome flavours

allowing consumers to pop a meal in their bag or pocket. Our products appeal particularly to busy, working women who require a solid meal replacement which has natural, health associations.

Sultana and hazelnut, one of the original flavours, has proved the most popular. This flavour has double the space of the others and is positioned centrally on the 36 pack shelf display unit. There is a six-facing dump unit available, which holds 72 packs, for larger outlets.

Over £400,000 will be spent through 1983 on television with an updated version of last year's successful commercial being shown nationally for five weeks from mid-April. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*

Biggest ever spend of £1m on Sweetex

Crookes are planning the biggest ever promotional spend for Sweetex, with a budget of around £1m.

The first burst of a £650,000 national television campaign is scheduled for the beginning of April, using the same successful 20-second commercial from 1982. Full-page colour advertisements will appear in the slimming Press in April, including the new publication *What Diet?* Support will also feature in the women's Press.

Brand manager Graham Gilbert claims that Sweetex has held market leadership for over ten years — despite many other new product introductions. Partly this has been due to the packaging being continuously updated, but it also reflects the success of the range of high quality merchandisers available to retailers to suit all combinations of stock.

This year will also see a below-the-line promotion for Sweetex with keen prices, frequent sampling, and "the chemist trade in particular will continue to receive heavy support." *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham.*

Diet for three days with Energen

Energen are introducing to chemists only a 3-day slimpack containing nine meals.

The daily calorie count for their slim pack is 900 calories. RHM Foods say it is a straightforward, tasty and nutritious food. There is a variety of meals for each day, including a fruit drink and muesli for breakfast, a milk-based drink for lunch, and a three-course evening meal of soup, a meat-based snack and dessert of flavoured jelly. The pack also contains one chocolate "fun" bar for each day.

The three-day diet (£5.50) will be supported with advertising in April and May in the national Press in a total spend over the year of £350,000. The slimpack is available from April 4 with offers to the trade. *RHM Foods Ltd, Victoria Road, London NW10 6NU.*

Souper Heinz

Heinz are supporting Slimway soups with £400,000-worth of advertising in the women's and slimming Press. The advertisements appear in the Autumn and Winter months when consumption is greater.

Promotional activity includes 5p off next purchase offers in April, on four varieties. A recipe leaflet featuring Slimway products and dietary advice is available to the consumer. Recent additions to the Slimway range are celery and Spring vegetable flavours.

Heinz say the low calorie soup market is currently worth £7.5m and is dominated by the Slimway range with an 83 per cent share. The company adds that sales through chemists are up to £600,000, with increased interest when an on-pack promotion is running. *H.J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex.*

Prefil goes OTC

To fulfil consumer demand, Prefil natural fibre appetite control is now available in 200g packs (£2.95) for over the counter sales in pharmacies only.

Prefil contains Sterculia BP which swells to produce approximately 60 times its own bulk, unlike other proprietary bulk formers, consisting of methylcellulose or bran, which swell to between six and ten times their own bulk. *Norgine Ltd, 59 High Holborn, London WC1V 6EB.*

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SHOWRAX

Recovery amid volatile conditions

This week *C&D* presents the first in a series of quarterly statistical reviews. The figures used, compiled from a range of Government and trade sources by Benn Publications' business research department, aim to concentrate on information relevant to the retail pharmacist, while also providing a basis for comparison with other sectors of the distributive trades.

Confusion over the likely effects of oil price changes, the interest rate hiccup and sterling's tumble, is making the work of economic forecasters more difficult than for some time past. But whatever the short term consequences of the present volatile situation, the latest figures from the main Western industrial countries are signalling the beginning of world recovery.

Growth in the United States economy, seen as the key to world recovery, is predicted by many economists to be 3 per cent or more in 1983.

In Britain, however, the overall outlook remains bleak. Industrial output continued to decline, with figures for the last quarter of 1982 showing the lowest level of manufacturing activity for nearly 16 years, and down 3 per cent on the same period a year earlier. Comparisons with 1981 show average yearly production down by 1.2 per cent.

The latest OECD analysis casts grim doubts on the prospects for recovery. But the CBI's most recent report offers some encouragement with an improvement in manufacturers' order books and output expectations.

Pharmaceutical production falls

Meanwhile, production of pharmaceutical chemicals and preparations during the third quarter of 1982 was 1 per cent lower than in the corresponding period of 1981, and 2 per cent lower than in the second quarter of 1982. Equivalent figures for toilet preparations, however, show increases of 8 per cent.

Provisional figures from the Association of the British Pharmaceutical Industry reveal an encouraging trade surplus of £603m in 1982, with exports up by 12.8 per cent on the previous year.

The retail price index for medicines, surgical goods and toiletries stood at a year-on-year rate of 11.4 per cent in December, up 0.8 per cent on November.

But in spite of the drop in the overall inflation rate to 4.9 per cent in January,

price increases seem imminent.

Inflation edging up

Economists see inflation edging upwards later this year to around 6½ per cent and to 7½ per cent or more by the end of 1984.

The key indicator of future consumer price rises is the wholesale price index, and for pharmaceutical preparations this fell from a yearly rate of 7.8 per cent in

December to 7.4 per cent in January; equivalent figures for toilet preparations show a fall of 6.6 per cent to 5.3 per cent.

Sales tail off

There are signs that the recent consumer spending boom in the High Street may be tailing off. According to Department of Trade figures for January, sales volume was nearly 2 per cent down on December's buoyant figure. For the year as a whole, consumers spent 1 per cent more than in 1981 in real terms, and a modest increase of 2 per cent is expected this year. December retail sales value showed a 12 per cent increase on the same period of 1981, while the comparable figure for chemists was 11 per cent.

In spite of recent improvement in demand, retail prices and gross margins have remained under severe pressure. Even so, a bright outlook for 1983 is projected by stockbrokers Phillips & Drew, and figures from Management Horizons show retailing as one of Britain's most profitable sectors. ■

Business statistics

Prices and costs

	Latest data		Previous data		% change on year
Retail prices (January 1974 = 100)					
all items	Jan	325.9	Dec	325.5	4.9
medicines, surgical goods, toiletries	Dec	338.2	Nov	335.6	11.4
Wholesale prices (1975 = 100)					
manufacturing industry	Jan	250.1	Dec	248.9	7.4
chemicals and allied industries	Jan	221.4	Dec	220.2	4.0
pharmaceutical chemicals	Jan	187.4	Dec	186.4	7.3
pharmaceutical preparations	Jan	254.9	Dec	253.9	7.4
toilet preparations	Jan	237.8	Dec	236.8	5.3
surgical bandages etc	Jan	267.3	Dec	265.3	8.3
photographic chemical materials	Jan	235.2	Dec	233.8	3.0
Average earnings* (January 1976 = 100):					
distributive trades	Nov	234.2	Oct	230.6	8.1
chemicals and allied industries	Nov	254.2	Oct	240.6	11.8

Output

Manufacturers' sales* (current prices) £ thous:					
pharmaceutical preparations	3rd qtr	464,265	2nd qtr	473,249	10.2
pharmaceutical foods and food additives	3rd qtr	7,338	2nd qtr	7,781	3.4
pharmaceutical chemicals	3rd qtr	60,625	2nd qtr	62,132	8.6
toilet preparations	3rd qtr	210,400	2nd qtr	182,900	8.8
Exports* (current prices) £ thous:					
pharmaceutical chemicals and preparations	3rd qtr	214,602	2nd qtr	242,241	N/A
toilet preparations	3rd qtr	53,619	2nd qtr	54,389	N/A
Imports* (current prices) £ thous:					
pharmaceutical chemicals and preparations	3rd qtr	105,430	2nd qtr	96,303	16.9
toilet preparations	3rd qtr	28,788	2nd qtr	28,098	10.2

Sales

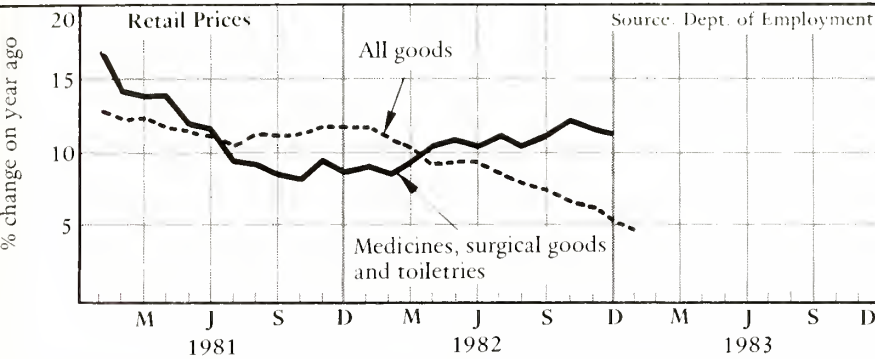
Total consumer expenditure (1975 prices) £m	3rd qtr	18,242	2nd qtr	17,998	1.7
Retail sales* (value) per week (1978 = 100):					
all retail businesses	Dec	216	Nov	172	12
chemists	Dec	232	Nov	145	11

Business conditions indicators

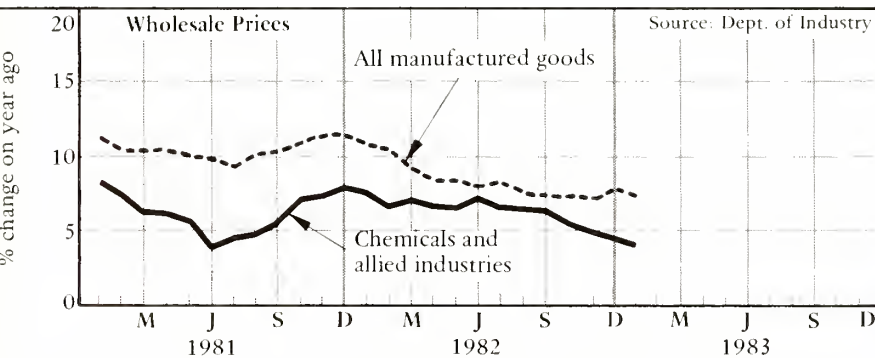
Average earnings index (1976 = 100)	Nov	232.1	Oct	229.0	8.3
Capital expenditure (1975 prices) £m:					
distributive/service — total	3rd qtr	1,739	2nd qtr	1,639	5.8
Stock changes (1975 prices) £m:					
wholesaling	3rd qtr	-6	2nd qtr	90	—
retailing	3rd qtr	-64	2nd qtr	64	—
Unemployment (UK) per cent	Dec	13.3	Nov	13.2	13.7
Five births (England, Wales and Scotland)	Nov	54,743(4wks)	Oct	69,539(5wks)	—

Sources: Central Statistical Office, Department of Employment, Department of Industry, HM Customs & Excise, OPCS. All figures seasonally adjusted except where marked.*

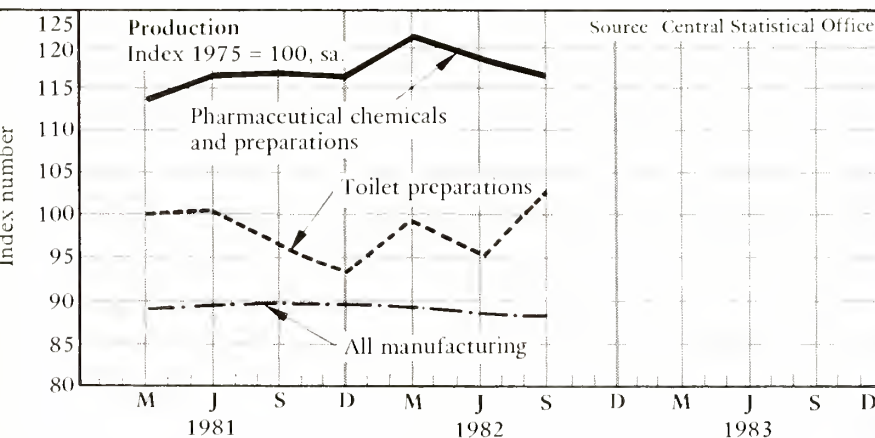
Medicines and toiletries retail prices move down



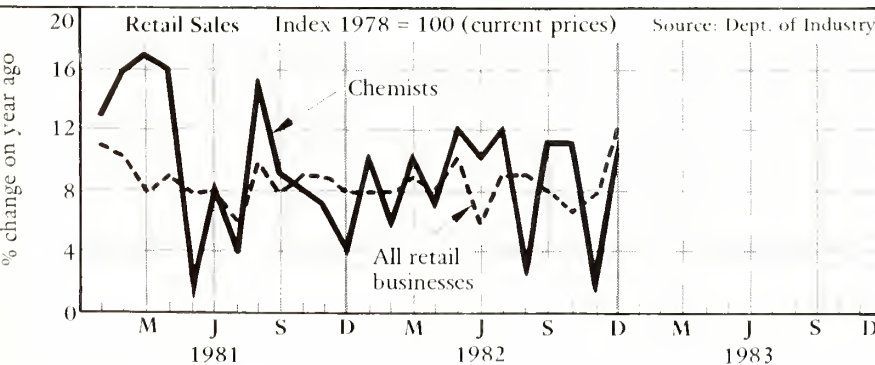
Wholesale prices of chemicals continue decline



Pharmaceuticals production falls: toiletries output up



Value of retail chemists' sales increases abruptly



Sanofi chairman new ABPI president

Mr Ronald Wing FPS, chairman of Sanofi UK Ltd, has been elected as the next president of the Association of the British Pharmaceutical Industry. He will take over from Mr Peter Cunliffe CBE, on April 21.

Mr Wing was elected a Fellow of the Pharmaceutical Society in June 1978 and is a member of the Worshipful Society of Apothecaries. He has been a vice-president of the ABPI since 1981 and is currently chairman of the Association's public affairs committee. Employed in the pharmaceutical industry for more than 30 years, he has held senior marketing appointments with Wellcome Foundation Ltd and Boots Company Ltd. Mr Wing was chairman of the pharmaceutical division of Reckitt & Colman Products Ltd and has been chairman of Sanofi since 1981.



May & Baker's new OTC sales force who will be visiting all pharmacies in the UK over the next four months and a selection of about 4,000 at two monthly intervals thereafter. From left to right and top to bottom the representatives are: Ms Bev Holt (Yorkshire); Ms Allwyn Smith (Scotland and NE); Mr Ravi Zutchi (NW London); Mr David Horton (E. Midlands); Ms Rosie Hannah (Southern); Mr Ian Morrison (Anglia); Mr Bob Edwards (NW); Mr Bill Partington (W. Midlands); Mr R. Saunders (SW).

Primary care — the road to professional salvation

Industry holds the key to pharmacy's survival if only manufacturers would be prepared to take a gamble, believes Professor Arnold Beckett, professor of pharmacy, Chelsea College. On his recent award of OBE, Professor Beckett, member of the Pharmaceutical Society's Council and its immediate past president, reflected on some topical issues.

Industry should co-operate and provide pharmacists with their own range of medicines to counterprescribe, says Professor Beckett. Given the correct formulation, many medicines at present classified as Prescription only could become available for pharmacy sale.

More emphasis should be placed on the pharmacist as the first contact in primary health care instead of on his distributive function. The future for pharmacy lies in effective counterprescribing, but pharmacists have become too dependent on the publicly advertised proprietaries which, he believes, do not offer value for money. They lead to patients entering a decision-making process which is controlled primarily by marketing skills, and decisions based on "slick and glossy" advertising can hardly be in the patients' interest.

"In some way we have to give pharmacists a range of properly formulated medicines which are advertised — not individually but collectively — as being available only through pharmacies," he says.

'Prairie fire'

Professor Beckett has long been involved in the development of controlled delivery systems and here, he believes, lies the answer.

"Controlled release medication is taking off like a prairie fire. It is becoming accepted more and more as a therapeutic necessity rather than a commercial gimmick." Reformulating many POMs as controlled release preparations would reduce their side effects so there would be no reason to keep them Prescription only.

Representatives of the profession and the industry have been discussing the idea for some time. "There is a lot of sympathy from all quarters but in the end it needs hard cash to get it going. Because individual items would not be advertised directly to the public, the industry would

have to rely solely on pharmacist recommendation. Someone has to gamble and say, 'We can trust the pharmacist to make this system operate'."

It would therefore be up to pharmacists to show they were determined to make a change and place more emphasis on patient contact.

Asked how easy it would be to convince the licensing authorities to relax their controls, Professor Beckett says, "I don't believe that the interests of patients are best served if those making the decisions are not prepared to consider facts objectively."

NHS to 'collapse'

And governments are unlikely to oppose a scheme that would reduce the costs of a health system which is on the verge of collapse. The pharmacist's consultation fee would be covered by the retail cost of the medicines.

"So many self-limiting conditions that now clog the health service by involving doctors could be dealt with adequately by pharmacists," he continues. This would not mean trespassing on to the hallowed grounds of diagnosis because pharmacists would be trained when to refer patients to their doctors. Among examples of products he has in mind are mild diuretics for pre-menstrual tension, some sedatives, more effective analgesics and agents for cystitis.

Professor Beckett is optimistic that his dream will become a reality within the next two years. "If drug companies won't get together it will need someone with courage to go it alone." He might even be prepared to do it himself through his industrial connections.

As a director of the Biovail company he has been accused of having vested interests in promoting this option for pharmacy. But he replies, "I don't need the pharmacist's counterprescribing route for my controlled delivery systems. I can make much more money for Biovail by keeping with the big multinationals and

concentrating exclusively on POM items."

Homoeopathic 'hypocrisy'

He cannot see much future for pharmacy in alternative medicine. He has strong views on homoeopathy: "Give me one trace of scientific evidence that it works and I'll take it seriously. It's sheer hypocrisy to talk about treating the whole patient and then send homoeopathic medicines out by mail order."

However, he believes pharmacists should be involved with herbal remedies providing they have objective information on efficacy and safety. "The current legislation is wrong in many ways. Why should we treat herbal medicines as different from others in terms of safety and efficacy?"

Council observations

A Council member since 1965, Professor Beckett has noticed a disturbing trend in recent years. More sectional and personal interests seem to be creeping in to the discussions and decision-making at Council meetings than when he first became a member.

"Over the years we had a good balance on Council and most members have taken a broad view of the profession's interests. But, without wishing to pinpoint any individuals, I am beginning to detect a change.

"The prime function of a Council member is to serve the membership and represent pharmacy as a whole, not promote his own interests, either in his profession or in his politics."

It could be said that, in Professor Beckett's year as president — the first year an academic pharmacist had held that office — an enormous amount of Council time was devoted to discussing the University Grant's Committee's proposed cuts to pharmacy schools and to campaigning for pharmacy involvement in local authority education — not perhaps the most relevant of issues to a community pharmacist threatened by leapfroppers or dispensing doctors.

'Hobbyhorses'

"These events just happened to coincide with my term of office," says Professor Beckett. "Of course I believe education is important but I am also sensitive to the problems of general practice, particularly as I was brought up in a family of retail pharmacists. Both my father and uncle had their own businesses."

And the office of president does not confer a divine right to pursue one's own



Professor A. Beckett, immediate past president of the Pharmaceutical Society, pictured on the rooftop balcony of the GB's headquarters in Lambeth with the Houses of Parliament in the background

byhorses at Council meetings. A president can exert more influence outside the profession, for example with other professions, than within because any changes within the system are to result from a consensus view, which takes time. "I don't believe Council should stand on the sidelines. I think it responds far too much to events rather than taking a lead with a definite policy."

'Responsible leadership' from Council

believes the recent Council statement on generic substitution (C&D, February 12), regarded by some as avoiding the issue, was one example of Council taking responsible leadership. The statement made it clear that substitution should be considered only if there was an independent evaluation of equivalency. "Anyone who accuses us of sitting on the fence does not appreciate the problems involved," he maintains. "This is not a generic versus brand name controversy at all," he continues. "It applies to substitution of any product for another, regardless of origins. We must have an independent body to tell us whether product A is equivalent to product B.

This agency could be government laboratories, or the Pharmaceutical Society could set up independent laboratories. We can't leave it to the manufacturers — they, especially the generic manufacturers, do not look into equivalency with other manufacturers' products. They haven't the time or money. Nor can pharmacists be made responsible for testing equivalence.

'It's rubbish . . .'

"It's rubbish for politicians to compare prices of generic and branded products then say how much money can be saved. If we're going to substitute we can only substitute what is equivalent and be able to prove it is so.

"It has been said that if a pharmacist substitutes, this is no different from a doctor prescribing generically. I disagree. If a doctor prescribes generically he has made a conscious decision that it doesn't matter who makes that particular product so if the patient suffers an adverse reaction the doctor is liable — and perhaps the pharmacist as well because he has chosen the manufacturer. But if a doctor prescribes by brand name and the pharmacist deliberately substitutes without information on equivalence, then he alone is responsible if something goes wrong with the product.

Free competition

"I'm not seeking to defend brand names or protect big companies. I believe that patents should run from the first day of marketing to allow manufacturers to recoup their investment and invest in further research. But after that, all drugs should be available for free competition — providing quality and comparability are guaranteed.

"My prime concern is to protect the patient and not have pharmacists in a position which can create legal difficulties for them."

Professor Beckett's overall view of pharmacy is that it is in a serious position. "If it's emphasis is on the distributive function inevitably the question will be asked, 'Is this the function of a professional?' Normally I'm an optimist but I am very worried about the present situation. Everything leads me to think that the pharmacist's role lies in primary health care in community practice or else his position as a professional man will cease."

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LETTERS

Imports threat

In view of some of the statements and comments made on the subject of parallel importing, I would be grateful if you would allow me to state the position of the National Association of Pharmaceutical Distributors.

NAPD has consistently advised its members that the law of this country must be upheld and that the only way to guarantee quality of product is to purchase it from the appropriate manufacturer. In arriving at this conclusion NAPD council took account not only of the legal position, but also professional considerations including the safety of the patient, and the long term interests of the industry as a whole.

The Association views with grave concern the illegal trading which is being allowed to damage the legitimate operation of bona fide full range wholesalers. It is quite clear from the

evidence which has been sent to me that UK law has been broken by a number of companies for commercial gain. EEC rulings are being claimed as justification of this action. The sooner the Government's promised consultative document is produced and the position regularised, the better.

Quite apart from any legal or moral consideration, it seemed to council professionally unacceptable that a patient should be put at possible risk by the importation of products which do not carry an unequivocal guarantee of quality. In the wider context of security of supply, NAPD's members would welcome the imposition of stricter standards for wholesale dealers' licences. It seems quite illogical to spend so much time and money ensuring quality and efficacy at the point of manufacture when appropriate standards are not universally guaranteed subsequently.

Finally, I would wish to point out that the recent significant loss of trade to parallel importers puts at risk the bona fide full-range wholesaler and therefore the geographical cover of depots supporting retail chemists and hospitals.

Oswald Logan
Director, NAPD,
Farnham, Surrey

Unfair clawback

The question of over-remuneration which raised its ugly head towards the end of January and which was resurrected by J.C. Mallory of Whitby (Letters, February 19) would have had an even stronger impact on the average community pharmacist, which I consider myself to be, if approached from a different angle — although I do not dispute Mr Mallory's arguments or conclusions.

Because of minimum trading terms imposed by the wholesalers, without exception, I am compelled to use two only; for the months of October and November 1982 it would have been possible for me to obtain, with a one month settlement, total discounts of £321.56 and £331.93.

However, being an "average" pharmacist, I am unable to take advantage of the one month settlement discount because my NHS remuneration is always over two months in arrears. I, therefore, had to be content with the two months discount and, in consequence, only received £112.45 and £59.42 total discount for the two months quoted. The lower figure for November was caused by a service charge from one wholesaler because I did not achieve his £2,000 minimum purchase figure during that month. My NHS discount for the two months in question was £292.32 and £246.38.

From these figures it can be deduced that the claw-back discount is costing me about £2,000 a year and, if I am typical, the DHSS is clawing back up to £20m

from all its contractors, which I am sure we've never received, or are ever likely to receive.

When I discuss this problem with my bank manager, who allows me to be a public servant on borrowed money, and my accountant, they are amazed that our negotiators, ie the PSNC, have still to resolve this lack of justice to community pharmacy in general, and the individual pharmacist in particular.

L.C. Lawrence,
Wilmington, Dartford, Kent.

Stage one Clothier

With reference to your article on Clothier and the Rural Pharmacists Association, perhaps I might be permitted to make a few comments. Clothier is not the end of the road, but a stage on the way: the objectives remain the same. It would be tragic to torpedo Clothier, return to open warfare, and have to start all over again. The present stage has taken seven years. All the other problems of which we are all well aware can be tackled afterwards.

However, let us face some realities and facts. Those MPs supporting Clement Freud's early day motion are preponderantly of one political party. Is it to the benefit of the RPA, which is non-political, to be "identified" with a political party? It may have short-term advantages, but in the long term . . . ? Rural pharmacists are a section of pharmacy, but they need the support of all pharmacists. Is it wise to alienate many in the "heat" that will be engendered in the general election year?

The two amendments added to Mr

Freud's motion are not put there solely for the benefit of rural pharmacists but in the political interests of political parties. That is why in the long run I consider that pharmacy issues could be a "political football." Again, have any "leading" MPs signed the motion?

The doctors have a powerful lobby and command much support in Parliament. Pharmacy in general does not, but the support a new organisation like the RPA has drawn is certainly noteworthy and will no doubt increase.

Another factor is the opposition of the FPC administrators to any increase in work occasioned by the option forms, pleading insufficient staff and the need for more money — which the Government refuses to give because of the economic climate. So negotiations face opposition from two quarters. There are also those who would like the RPA to "pull their chestnuts out of the fire," and those who would also like the RPA out of the way.

My object is to make rural pharmacists *think*. We have freedom of thought and freedom of choice, and rural pharmacists must accept the responsibility for whatever decision they make.

I look forward to the continued progress of the RPA which remains the only body solely concerned with the problems of the rural pharmacist — and will still be, long after Clothier has been agreed or disagreed. Rural pharmacists must let their views be known.

Mervyn Madge
Chairman, RPA, Plymouth

WESTMINSTER REPORT

Freud gets 74

Liberal MP Clement Freud's early day motion calling on the DHSS to designate a third party to administer patient option forms has now attracted 74 signatories. Richard Body's amendment — which removes the reference to option forms, but retains Mr Freud's support for pharmacists as providing "a safe, expert, comprehensive and economical service" deserving Government's support and encouragement — has been supported by 11 MPs.

Zero rate baby care

Miss Joan Lester, Labour spokesperson on women's affairs, has called on the Government to make all essential items of baby care zero-rated for VAT purposes. Mr Barney Hayhoe, Treasury Minister, pointed out that baby clothing is already exempt from VAT, as was most baby food.

Miss Lester maintained that it could still cost people up to £60 to buy essential items.

Fisons double profits & declare recovery complete

Two of Britain's leading pharmaceutical companies have just reported widely differing results for 1982. Fisons registered an overall profit growth of 226 per cent, taking their pre-tax figure to £1.1m, but ICI saw total profits fall from £1.1m to £259m — a performance chairman John Harvey-Jones describes as "lousy".

Fisons' profit recovery from 1981's £2.3m is largely thanks to the disposal of their loss-making fertilizer division — sold to Norsk Hydro for £59m last June.

Pharmaceuticals and pesticides were among divisions contributing higher-than-expected earnings, with pharmaceuticals managing £19.4m from 1981's £14.9m on sales of £126.4m (£109.8m). Chief executive John Kerridge believes the potential for continued growth exists in the US and Japan. Planned spending for the pharmaceutical division in the current year is £5.5m.

Fisons' total sales for the year were £550.5m. Last year's figure — including turnover from fertilizer business — was £494.4m, but current businesses saw a sales increase of 14 per cent.



The Princess of Wales visited Glaxo Pharmaceutical's factory in Ware, Hertfordshire, last week. She spent an hour and a half touring the plant, watching the production of Ventolin and other anti-asthma preparations. The Princess arrived by helicopter, and was welcomed to the factory by Glaxo managing director Dr Chris Hamlet. She was also accompanied by technical director Dr Joe Blaker and factory manager Peter Major

The board have announced a dividend of 12.5p, up 25 per cent on last year's. Company shares rose 71p on announcement of the results, reaching 534p. "Our recovery is over" says John Kerridge. "Now we are going for growth."

... But ICI profits drop £76m

ICI's profits fell to arguably the worst level in the company's history. Sales for the period rose £777m to reach £7,358m.

Good results in pharmaceuticals — contributing a worldwide trading profit of £138m (£90m) on sales of £516m (£407m) — were offset by "serious losses" in areas such as petrochemicals and plastics, which lost £139m. The group's general chemicals business managed sales of £1,386m, £154m up on the previous year, but profits fell to £60m from 1981's £75m.

UK home sales amounted to £2,839m, up £270m on the previous year's £2,569m. Trading profits in the UK, which had improved somewhat in 1981, fell back in 1982, a decline which the company attributed to the continuing recession and depressed levels of demand.

There are some signs of confidence in the future however. The board has maintained the year's total dividend at 1981's 19p, and the company's shares lost only 4p on announcement day, falling to 372p.

Dennis Hillyard wound-up

Dennis Hillyard Contact Lens Supplies Ltd have ceased trading. It was announced this week that a winding-up order was made against the company on January 24, following a petition presented on November 3, 1982 by Abatron Ltd.

A meeting of creditors, convened by the official receiver on February 24, was told that the company's assets amounted to £32,016, while its debts totalled some £229,000.

According to Dennis Hillyard's draft accounts for 1981, the company had lost about £200,000 in the space of 10 months. Directors Dennis Hillyard and Ian Williams, present at the meeting, were unable to provide a satisfactory explanation for this loss.

The meeting also appointed a liquidator and committee of inspection.

New N&P warehouse for Wimbledon

Nurding & Peacock are to open a new trader-only cash and carry warehouse in Wimbledon on March 7. The purpose-built 91,000 sq ft building will stock a wide range of grocery and confectionery products, together with a selection of toiletries and chemists' sundries.

The new £5m warehouse, situated on the Durnsford Road Industrial Estate, is open on Monday, Tuesday and Thursday, 8am-9pm, and Wednesday and Friday 8am-5pm. The old branch at Raynes Park has now ceased trading.

Ashe Labs expand at Littleborough

Ashe Laboratories have just completed the purchase of Shore Mill, Littleborough — a site adjacent to the existing Ashe factory at Landlake Works. Originally a mill, Landlake Works has been completely modernised by Ashe over the past twelve years, and 210,000sq ft unit is now running at full capacity.

Shore Mill provides an additional 63,000 sq ft of ground floor accommodation space, giving Ashe "much needed room for expansion." The installation of new equipment, due to start immediately, will provide facilities for tablet, liquid and powder production.

When Shore Mill is completed it will double the production area currently available.

Ronson split up in search for buyer

Receivers Arthur Andersen have now abandoned attempts to find a single buyer for Ronson International. Despite talks with many interested parties, no offer emerged which would have allowed Ronson to continue as a going concern. The company will now be sold off in packages, at the best prices available.

■ **Unichem** members have booked more than £2 million worth of holidays through Soler Touriste — the society's wholly-owned travel subsidiary.

■ Both the **Social Democrats** and the **TUC** are calling for a cut in VAT to 12½ per cent in the budget on March 15. In addition the SDP propose a zero rating on building repairs and maintenance.

■ **Boots Co Ltd** are to sue Animal Aid and the British Union for the Abolition of Vivisection for £47,637 for alleged loss of profit after the groups' demonstrations on November 13, 1982, a spokesman for the company told *C&D*.

Chemists to sell more health foods?

More health foods will be sold through chemist outlets in the future, predicted Mr K. Rusby, secretary to the Health Food Manufacturers Association at its general meeting last week. The trade has moved into a larger field of distribution, he told members.

"The chemist trade has declined significantly and one might expect it to follow the way of grocers and co-operatives, but there is evidence that the number of shops is increasing. This is no small part due to the Asian community who are prepared to provide the service that many others are not prepared to give."

Mr M. Hanssen was re-elected president of the Association.

Drug industry attacked by union

Attempts by the pharmaceutical industry to extend the patent life of its products are "merely a method of securing even greater profits for the big profit makers", according to a new review of the chemical industry produced by the General, Municipal and Boilermakers Union. The emergence of pharmaceuticals and special organic chemicals as the only two real growth sectors in terms of UK chemical exports, and Britain's equalling the United States performance as holder of the largest pharmaceutical balance of trade in the world, are put forward in support of this claim.

The report goes on to say that Health Secretary Norman Fowler's reluctance to recommend the use of generics in the NHS — a move which the union estimates would save £80m-£170m — was due to the drug companies' "largely unsubstantiated claims", and represented the industry's attempt to protect only its own interests. "Fowler's reply came in the knowledge that among the biggest financial contributors to the funds of the Conservative Party are the drug companies" the report goes on. *Rationalisation Without Recovery: 1983 Chemical Industries Review (£12.50), General Municipal Boilermakers and Allied Trades Union, Thorne House, Ruxley Bridge, Claygate, Esher, Surrey*

■ **Norgine Ltd** have moved to 116 London Road, Headington, Oxford
 ■ **Merrell Pharmaceuticals Ltd** have changed their address to Meadowbank, Bath Road, Hounslow, Middlesex TW5 9QY (tel 01-759 2600).

■ **Pharmacia (Great Britain) Ltd** are moving to new offices at Pharmacia House, Midsummer Boulevard, Milton Keynes MK9 3HP (tel 0908 661101). The change takes effect from March 28.

MARKET NEWS

Citric acid and citrates dearer

London, March 1: A number of pharmaceutical chemicals have been marked up, among them citric acid which is dearer by over £80 per metric ton. Potassium citrate is up by £158 and the sodium salt by £131. The gluconates of calcium, iron and sodium are also substantially dearer while marginal increases in the prices of ammonium bicarbonate, commercial magnesium sulphate, phosphoric acid and sodium sulphate have taken place.

Trading in essential oils and crude drugs was quiet during the past week. Brazilian peppermint oil showed a fall of 25p kg in the cif position but sandalwood rose by £5.

Cape aloes continued to rise but Peru balsam, cascara and cherry bark were all easier for shipment. Among spices chillies were available on the spot after a considerable absence.

COMING EVENTS

Interphex Europe

Interphex is to be held in continental Europe in December. The exhibition and conference for the pharmaceutical and cosmetics industry will be in Basel from November 29 to December 3.

In future the Basel venue will alternate with the Spring event held traditionally at Brighton. The next UK Interphex is June 26-29, 1984 and the organisers say 90 per cent of the display space is already taken.

The range of products displayed at Basel will be similar to those at Brighton. The conference sessions will have simultaneous interpretations in English, French, German and Italian. Details from *Janice Wilkins, Clapp and Poliak (Europe) Ltd, 232 Acton Lane, London W4 5DL (telephone 01 747 3131).*

CTPA dinner

Peter Rees MP, Minister for Trade, is to be guest of honour at the Cosmetic Toiletry and Perfumery Association's annual dinner on May 26. The dinner, which will be held at the Hilton International in Park Lane, London, will be preceded by the association's 38th annual general meeting. Ticket price has not yet been fixed. Further information from Bryan Cassidy, CTPA director general, on 01-491 8891.

Pharmaceutical chemicals

Ammonium bicarbonate: BPC £240.64 metric ton, ex-works, in 50-kg bags.
Calcium gluconate: £2,330 per metric ton.
Citric acid: BP per metric ton single deliveries, granular monohydrate £1,080; anhydrous £1,024 (powdered £25 premium per 1,000 kg).
Ferrous gluconate: £2,740 per metric ton.
Magnesium carbonate: BP per metric ton — heavy £870; light £600-£695 as to maker.
Magnesium chloride: BP crystals £1.21 kg for 50-kg lots.
Magnesium dihydrogen phosphate: Pure £2.45 kg in 50-kg lots.
Magnesium hydroxide: (metric ton) £1,650; 28 per cent paste £600.
Magnesium sulphate: BP £147.10-£150 metric ton; commercial from £132.60; exsiccated £315.60.
Phosphoric acid: BP (sg 1.750) £0.6119 kg in 38-drum lots minimum.
Potassium citrate: Granular £1,229 per metric ton.
Potassium hydroxide: Pellets BP 1963 in 50-kg lots £2,436.10 metric ton.
Sodium citrate: Granular £1,024 metric ton; powder £1,049.
Sodium hydroxide: Pellets BP 1973 in 50-kg lots £0.91-£2.10 kg ex works.
Sodium sulphate: Fine crystals BP £119 per metric ton, pea crystals £131.20; commercial £43.10 ex works.
Sodium sulphite: Crystals £0.234 kg (500 kg minimum).

Crude drugs

Aloes: Cape no spot; £2,035 metric ton, cif. Curacao £6,830 cif.
Balsams: (kg) **Canada:** unquoted **Copaiba:** Spot £4.35; £4.60, cif. **Peru:** £8 spot; £7.85, cif. **Tolu:** Spot £5.30.
Cascara: No spot; £1,510 metric ton, cif.
Cherry bark: No spot; £1,810, metric ton, cif.
Chillies: £1,425 metric ton spot. £1,300, cif; powder £1,000 per metric ton spot.
Kola nuts: £270 metric ton spot; £290, cif.
Seeds: (metric ton, cif). **Anise:** China star £2,250. **Celery:** Indian £800. **Coriander:** Moroccan £490 **Cumin:** Indian £1,190. **Fennel:** Indian £1,800. **Fenugreek:** Indian £275; Turkish £285.
Turmeric: Madras finger £650 metric ton spot and cif.

Essential oils

Cinnamon: Ceylon leaf no spot; £4.50 kg, cif; bark English-distilled, £155.
Peppermint: (kg) **Arvensis** — Brazilian £14 spot; £13.50, cif. Chinese £4.65 spot and cif. American piperata £13.50.
Sandalwood: Mysore £80 kg. East Indian £80 both spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include Value Added Tax. They represent the last quoted or accepted prices as we go to press.

BPSA conference

Calling all students! This year's British Pharmaceutical Student's Conference will take place in Aberdeen, April 9-14. Last year saw the controversial decision to retire pharmacists at 65, the year before the Society was criticised for changing the registration certificate.

Guest speakers include Mr G. Calder, chief pharmacist at the Scottish Home and Health Department, Mr A. Williams, CAPO at Aberdeen Royal Infirmary and Mr G. Downie, principal pharmacist. Details from *Miss P. Jones, c/o School of Pharmacy, Robert Gordon's Institute of Technology, Schoolhill, Aberdeen.*

Monday, March 7

East Metropolitan Branch, Pharmaceutical Society, Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead E11, at 8pm. Dr H. Baker, consultant dermatologist, The London Hospital (Whitechapel), on "Progress in drug therapy of skin disease."

Tuesday, March 8

Lanarkshire Branch, Pharmaceutical Society, Ravenscraig Suite, Garrion Hotel, Motherwell, at 8pm. Dr D.W. McG. Davidson, community pharmacist, Blairgowrie, on "Advantages of pharmacy computers."

Stirling and Central Scottish Branch, Pharmaceutical Society, Terraces Hotel, 4 Melville Terrace, Stirling, at 8pm. Dr D.H. Sutherland, district dental office, Ruchill Hospital, Glasgow, on "This might hurt a bit." Joint meeting of the British Dental Association.

Wednesday, March 9

Hull Pharmacists' Association, Hull University, at 7pm. Mr P.W.R. Lee on "Life at the bottom." Joint meeting with Royal Society of Chemistry.

West Metropolitan Branch, Pharmaceutical Society, Westminster Hospital, Page Road, at 6.45pm. Dr N.A. Armstrong, Welsh School of Pharmacy, Cardiff, on "Dosage forms of the future." Joint meeting with West London Branch, National Pharmaceutical Association.

Scottish Executive, Pharmaceutical Society, 36 York Place, Edinburgh, at 7.45pm. Mr J. Williamson, consultant ophthalmic surgeon, Southern General Hospital, Glasgow, on "Drops and drugs."

Thursday, March 10

Leeds Branch, Pharmaceutical Society, The Golden Lion Hotel, at 8pm. Miss H. Levi on "Homoeopathy."

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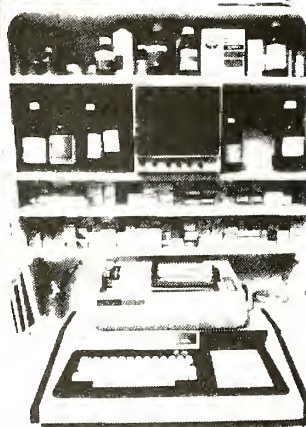


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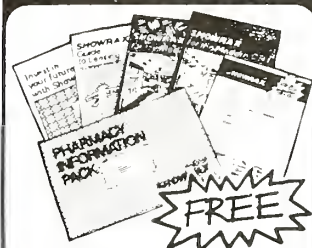
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held another "SHOPKIT WEEK" last month that was such a success that we had difficulty in welcoming all the visitors we would have liked. Also, we heard from many potential customers that they would like another opportunity to pay us a visit. So, on Sunday, March 27th, there will be another "SHOPKIT SUNDAY" when you will be able to see for yourself what amazing value we have to offer the progressive retailer.

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